SEPTEMBER 1, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Havoc

A year ago November out in Seattle a snowstorm raised havoc with telephone and power lines.

"Havoc." Quite a word. And yet it's commonplace in Baltimore radio. That's what W-I-T-H raises twenty-four hours a day in this big five-station town!

For it's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in Baltimore.

Are you using W-I-T-H in this sixth largest city? You owe it to your sales manager . . . to put this hard-working station to work for your toughest client.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

This is the HAROLD L. BANTA Family *of Muskegon Heights, Michigan*

HAROLD L. BANTA typifies thousands of Midwest business men—a city dweller with a strong farm interest. Harold and his family live in a recently built bungalow. The address is 1801 Peck Street in Muskegon's residential suburb, Muskegon Heights, Michigan. Mr. Banta, using a converted spare room at home for his office, is Secretary-Treasurer of the Muskegon County Farm Bureau and district manager for the State Farm Insurance Companies.

Since his business is with farm folk, Harold profits from WLS agricultural services; they keep him well-posted on markets, crop conditions, weather and farm legislation. But there's more to it than business. "I like WLS because . . . the announcer seems to enjoy what he's saying and to be sincere in what he says about the products."

Mrs. Banta likes our musical programs, spotted through the day—Judy and Terry Lee have several favorites, including Lum and Abner. Harold hears Dinner Bell Time, Farm Bulletin Board, and various market and weather broadcasts. The family gets together on their radioing for the WLS National Barn Dance.

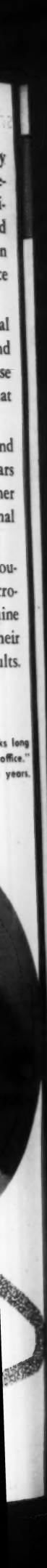
This is the Harold L. Banta family of Muskegon Heights—one of the thousands of fine young families in Midwest America. For 23 years, our microphones have focused on such families—giving them service to fill genuine needs—entertainment for the whole family's wants. As a result, we have their confidence and listening loyalty—guarantors of sound advertising results.

Harold Banta gets to see more of his family than most men, with office right at home. He likes it that way and so does the family! Here they are: Mrs. and Mr. in the back row; 5-year-old Judy, and Terry Lee, 7, seated on floor of their modern, homey living room.

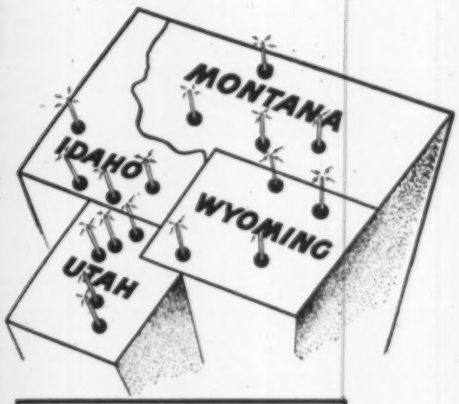
Still on the phone at 7:30 p.m., Harold works long hours, brightened by a radio in his "home-office." He has been a regular WLS listener for ten years.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.



Intermountain Network Bulletin Board



Available Oct. 1

America's Top Detective Show

PHILO VANCE

Amazing! Romantic! Exciting! Amusing!

9:00 - 9:30 p.m.
Wednesday Evenings

Exclusively on full Intermountain Network
in Utah, Idaho, Wyoming, Montana

17 Home Town Markets Comprise The New Intermountain Network

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

XXXX, Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

LAMBERT PHARMACAL Co., St. Louis (Listerine toothpaste) through its agency Lambert & Feasley, New York, currently looking for fall network show.

SURPRISE for NAB conventioneers will be combination wire-air transmission of television signal from New York to Atlantic City. Understood RCA will pick up programs from New York studios of three networks, carry signals via coaxial cable to Philadelphia and then relay across New Jersey via two booster stations. Projected pictures at least 6 x 8 feet will be shown on screen in boardwalk hotel.

GENE AUTRY, cowboy singing star, reported to have loaned management KOWL Santa Monica "in excess of $50,000" with option to buy within year proportionate share of stock in enterprise which is owned by Arthur Croghan.

STANDARD OIL of Indiana, through McCann-Erickson, may be one of first national advertisers to sponsor Mutual's new co-op *Information Please*. Client and agency currently negotiating in New York for sponsorship of programs on 52 Midwest stations.

N. W. AYER & SON, New York, reportedly building an audition show featuring Alan Young in comedy motif. Program to be presented to Plymouth autos as possibility for network show.

EAGER glances directed at WQQW Washington, on market after disastrous experience as semi-commercial station, by Potomac Broadcasting Cooperative, holder of permit to operate FM station in nation's capital. Potomac financed by group of cooperative enterprises and likes 570 kc facility of WQQW, managed by Edward M. Brecher, Blue Book collaborator.

REFUSAL OF James C. Petrillo, AFM president, to renew union contracts under Aug. 22 deadline set by Taft-Hartley Act of Chicago legitimate theatres seen by many as part of maneuver to let all contracts expire Jan. 1. Theatre agreements in Chicago expire Sept. 1.

CHARLES HULL WOLFE, BBDO executive, whose article answering critics of radio commercials in BROADCASTING (March 24) aroused much comment, is writing book tentatively titled *Modern Radio Advertising* expected to be released by Funk & Wagnall's next January. Including more than 50 chapters, book will be comprehensive and practical analysis of radio advertising.

WORK advancing on installation of equipment in B-29 bomber to be used by Westinghouse Electric Corp. in second phase of Stratovi-

(Continued on page 80)

Upcoming

Sept. 3-4: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.

Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.

Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.

(Other Upcomings page 67)

Bulletin

RALPH B. AUSTRIAN, president, RKO Television Inc., resigned to join Foote, Cone & Belding, New York, as vice president in charge of television effective Sept. 10. Prior to affiliation with RKO Television, Mr. Austrian was vice president of RCA Mfg. Co., and during war, member of Planning Committee, War Production Board. Television Dept., RKO Television, will hereafter be under RKO Pathe.

P. LORILLARD CO. (Old Golds) begins sponsorship of new record program featuring Bob Elson and Ernie Simon 11-11:30 a.m. (CST) over WJJD Chicago. Company sponsors both White Sox (WJJD) and Chicago Cubs (WIND) jointly with Walgreen Drug Stores, and also planned to sponsor hockey matches over WIND but was unable to clear because of previous commitments by Chesterfield Cigarettes. Elson is WJJD sports commentator and Simon has been giving baseball roundup following daily games.

NEWSMEN ON RIO TRIP

FOUR network commentators scheduled to accompany President Truman on his flight to Rio de Janeiro, making trip in separate chartered news plane. In party are John Adams, CBS; Bjorn Bjornson, NBC; Bryson Rash, ABC; William Hillman, MBS. NBC arranged to send Harry Walsh to take charge of television films to be mailed back for later telecast.

TINY TUBE

SMALLER than eraser on lead pencil and only trifle larger than grain of rice is new radio tube developed by National Bureau of Standards' Tube Laboratory. Known as microtube, it grew smaller through process of evolution. After scientists designed tube ¼-inch in diameter, they found design simplifications already used made further size reduction possible. New tube has various military applications but Bureau won't yet discuss commercial potentialities.

Business Briefly

GE RESUMES ● General Electric's appliance and merchandise dept. plans to resume sponsoring *GE Houseparty* on CBS five-weekly, 3:30-3:55 p.m. starting Dec. 1. Price said to be $1,250,000 net. *Houseparty* now heard as CBS co-op, 5-5:30 p.m., Mon. Fri. GE sponsored show from 1945 through Jan., 1947. Agency, Young & Rubicam, New York.

REXALL CAST ● *Jimmy Durante Show*, which returns to air Oct. 1, sponsored by Rexall Drug Co., Wed. 10:30-11 p.m. on NBC will have following cast aside from Mr. Durante: Peggy Lee, Arthur Treacher, Candy Candido, Tommy Harmon, Howard Petrie, Roy Bargy and orchestra. Agency, N. W. Ayer & Son, New York.

NAMES AGENCY ● American Home Products, Inc., New York (Kolynos tooth paste & tooth powder) appointed Duane Jones Co., New York, to handle *Front Page Farrell*, five times weekly on NBC.

TEEL RETURNS ● *Life of Riley*, Sat. 8-8:30 p.m. on NBC, sponsored by Procter & Gamble Co. (Teel), returns to air Sept. 6. Agency, Biow Co., New York.

WWVA NAMES PETRY ● WWVA Wheeling, W. Va., member of Storer group, named Edward Petry & Co. as national representative.

WMAN APPOINNTS ● WMAN Marinette, Wis., names Radio Advertising Co. as national representative.

SSC&B TO HANDLE PALL MALL

AMERICAN Cigar & Cigarettes Co., New York (Pall Mall cigarettes) appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle radio campaign. Advertiser will sponsor *Show of the Year* Wed., 10-10:3[illegible] p.m. on NBC. Don Stauffer of SSC&B has been preparing program in Hollywood. It will feature rebroadcasts of leading programs (top variety, dramatic, mystery, etc.) [BROADCASTING, Aug. 11]. Pall Mall formerly handled by Foote, Cone & Belding, New York, and sponsored Frank Morgan in same period last year.

MBS SATURDAY SHIFTS

MBS announced reshuffiing Saturday schedule to permit coverage Army football games this fall, sponsored by Army Recruiting Service. *Sports Parade*, formerly 3:30 to 4 p.m., moves to 6-6:30 p.m., F. H. LaGuardia from 7:45-8 p.m. to 6:30-6:45 p.m., Cecil Brown to Sun., 1-1:15 p.m. from Sat., 6:30-6:45 p.m. *What's the Name of That Song* 7:30-8 p.m. Sat., from 9:30-10 p.m. Wed., the *Better Half* moves to 9:30-10 p.m. from 8:30-9 p.m., *High Adventure* from Sat., 9:30-10 p.m. to Tues. 9.30-10 p.m. All changes effective Sept. 27.

fanny farmer chocolates

birds eye foods

liberty laundry

sioux honey

canada dry ginger ale

Good Company

Noted above are a few of the products and services that Philadelphia housewives have come to know better (and to buy more often) because of skillful promotion on Ruth Welles' "Home Forum" program.. on KYW each weekday morning at nine.

A few participations are available. Advertisers will find them a tremendously effective way to sell the nation's third market at remarkably low cost. NBC Spot Sales has all the details.

Reach Philadelphia Women with RUTH WELLES on

KYW

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WBZ • WBZA • KEX • KYW

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

WORD ABC AFFILIATE
SPARTANBURG, SOUTH CAROLINA
250 Watts
1,400 Kilocycles

WTNT AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles

WE TAKE PLEASURE IN ANNOUNCING the APPOINTMENT of

TAYLOR-HOWE-SNOWDEN
Radio Sales, INC.

AS NATIONAL REPRESENTATIVE
Effective Immediately

THE TEAMWORK BETWEEN TWO TOP-QUALITY RADIO STATIONS IN TWO OF THE SOUTH'S BEST MARKETS AND THE SIX SALES OFFICES OF

TAYLOR-HOWE-SNOWDEN Radio Sales, Inc.
MEANS
"RESULTFUL" ADVERTISING

Taylor-Howe-Snowden Radio Sales, Inc.
Offices in New York • Chicago
Atlanta • Dallas • Los Angeles
San Francisco

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

Too Many Conventions, Managers Feel 13
Networks, Justice Dept. Confer on AFM 13
Music Crises Keynote NAB Convention 15
Plan to Cut FCC Log-Jam Proposed 15
FM Gets Formal NAB Recognition 16
FMA Meet to Show Low-Price Sets 16
Telestatus for Mid-Summer of 1947 18
WINR Opposes AP Contract 20
Examiner's WOKO Report Approved 20
CAB to Be Main Topic of WAB Meet 27
Coast Regional Sales Outlook Bright 28
RCA to Aid Other Video Set Makers 76
Hooper Plan Rejected by BMB 78

DEPARTMENTS

Agencies	48	Open Mike	36
Allied Arts	47	Our Respects to	44
Commercial	46	Production	56
Editorial	44	Programs	55
FCC Actions	52	Promotion	51
Management	41	Sid Hix	14
Network Accounts	57	Sponsors	58
News	49	Technical	57
		Upcoming	67

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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• Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

My! How You've Grown

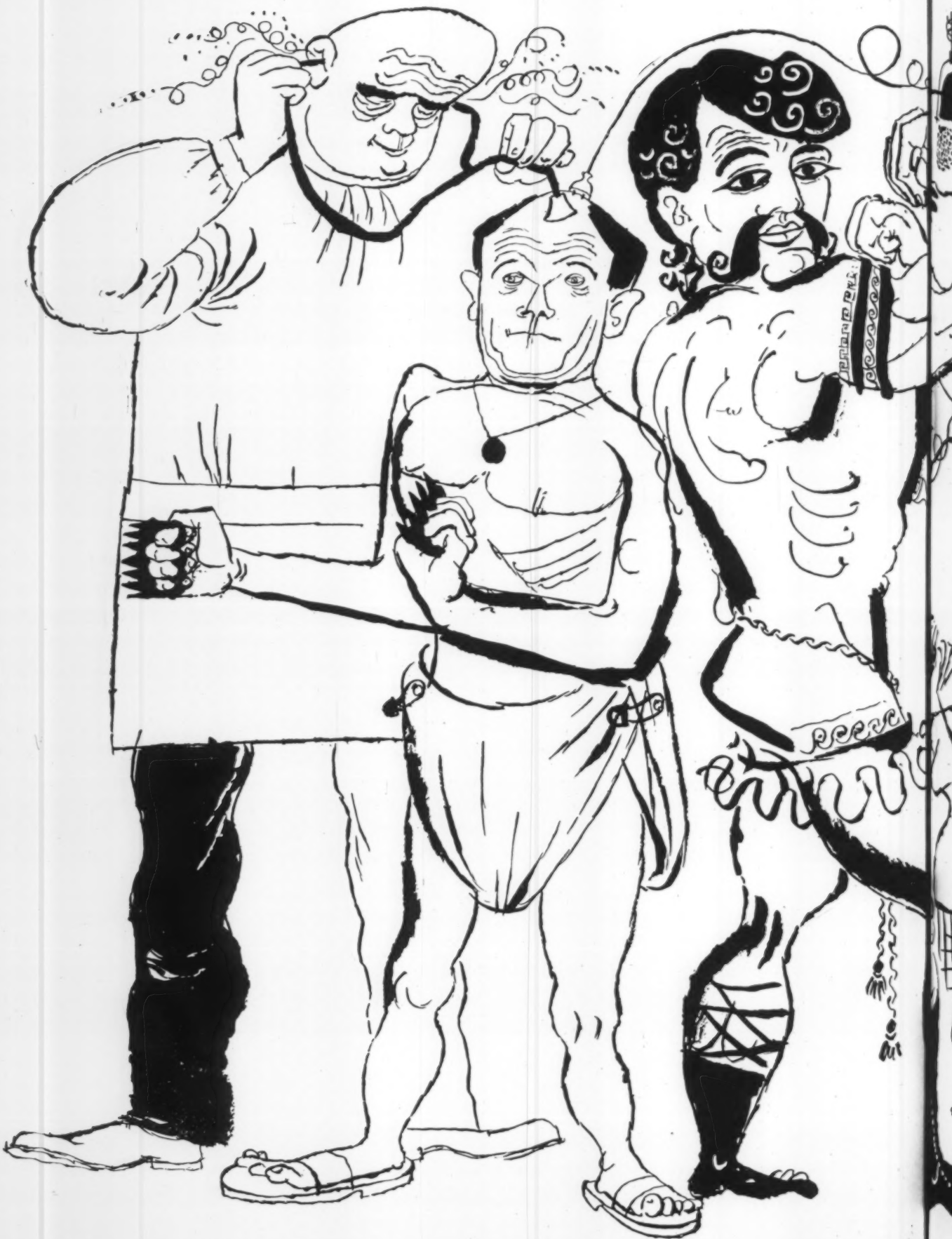
September 1, 1944
5 Stations
in
2 States

SEPTEMBER 1, 1947
32 Stations
AND
3 REGIONAL NETWORKS
IN
16 States

T·H·S

TAYLOR-HOWE-SNOWDEN Radio Sales INC.

SALES OFFICES: New York · Chicago
Dallas · Los Angeles · San Francisco · Atlanta



SWEENEY & MARCH ARE READY!

We've measured them against 8 top-comedy shows and we know they can make your sales-chart laugh!

A man named Ernest M. Walker invented a machine that unsentimentally measures the laugh-response of radio audiences.

He measured the response to eight of the top-comedy shows of last winter (whose *average* Hooper was 22.1)!

And now he's measured four *recent* broadcasts of "Sweeney & March", the brilliant CBS madcap comedy-team.

Mr. Walker's machine reports precisely that people are now *laughing louder and more frequently* at "Sweeney & March" than they did last winter at the eight top-comedy shows.

Programs Tested for Laugh-Power	Average Volume per Laugh	Average Length of Laughter	Average Time Between Laughs
SWEENEY & MARCH	**78.8%**	**3.1 sec.**	**10.7 sec.**
8 TOP-COMEDY SHOWS AVERAGING 22.1 HOOPER	**74.1%**	**3.1 sec.**	**12.2 sec.**

But that sage of show-business—The Hollywood Reporter—also spotted this, *without* a machine just a few weeks ago; it said flatly: *"Another CBS offering that would pay its way on the sales-chart is 'Sweeney & March'. If we could, we'd buy 'em ourselves."*

You know...as every top-flight comedian knows...it takes performing *time* as well as *talent* to develop the pace and punch of great radio comedy today. "Sweeney & March" got enough time on CBS because their talent was evident from the beginning.

They are ready now. Ready to put laughter to work.

Ready to lift a *big* sales-curve.

If you haven't heard them in the past few weeks, you haven't heard "Sweeney & March"!

Tune in CBS Saturday evening at 8:30 EDT and you will hear for yourself that..."Sweeney & March" are ready.

A CBS PACKAGE PROGRAM

Pardon me, what station are you listening to?

S-H-H-H-H it's WFLA

Perhaps this lad is not as faithful to his bread and butter as he should be. Like most of the folks in the Tampa-St. Petersburg market, he prefers WFLA. The result is that all day, every day —morning, afternoon and night —WFLA leads in listeners in the heart of Florida's richest, most heavily populated trade area. See latest Hooper. And if you're figuring on taking advantage of WFLA's big bonus in listeners during Florida's fall and winter seasons, better check availabilities now.

WFLA
5000 WATTS DAY AND NIGHT
NBC
The Tampa Tribune Station
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

The "Padre" and some of his Gremlins face a KRLD mike.

* * *

RADIO, often blamed for contributing to juvenile delinquency, has hit upon a scheme that is daily taking young would-be gangsters off the street and making "gremlins" out of them.

"Gremlin" is the badge of honor for ex-juvenile delinquents who have reformed to become members of KRLD's special "Kids' World," a radio-sponsored club built around an Episcopal minister named Vern Swartsfager.

Each week in Dallas KRLD airs *Padre's Kids' World*, a program in which each dramatic incident demonstrates how Father Swartsfager redeems his charges. The actors are former delinquents.

But the program is not all. The "Padre" has a seven-day-a-week job, and being curate of St. Matthew's Cathedral is only part of it. His Gremlins have responded to a new sort of preaching. The "Padre" tells them that crooks are cowards and "coyotes," and promises that he'll tell them how to be real "tough guys, mentally, physically and spiritually."

Under his tutelage the boys learn fair play, box with each

(*Continued on page 65*)

Sellers of Sales

STANLEY SCHLOEDER has always wanted to be in the advertising field. He achieved that ambition recently by becoming active in radio advertising when he was named timebuyer with BBDO, New York.

Stan was born on April 9, 1919, in Richmond Hill, L. I., N. Y. His first job was with Fairchild's Aerial Camera Corp. Later, in the summer of 1939, he joined the research department of J. Walter Thompson Co., New York. Soon he was transferred to the agency's radio department.

In 1941 Stan joined the Army. He started in the Medical Corps, was transferred to the Infantry, then to the Air Corps and ended up in an Army weather outfit as a radio mechanic with the grade of staff sergeant.

When he returned to civilian life he rejoined the J. Walter Thompson Co. radio department as head of radio contract group on the timebuying section. Resigning that position on Aug. 16, 1946, he joined BBDO's contract department. Soon afterward he became an assistant timebuyer. And in August 1947 [BROADCASTING, Aug. 11] he was appointed timebuyer.

Stan handles timebuying for the United Fruit Co. account and Squibb & Sons. He is buying a spot announcement campaign for the latter account in 42 markets on approximately 150 stations starting Sept. 8.

STAN

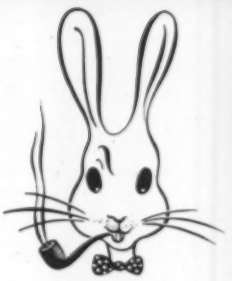
Last year Stan attended a special night course in radio timebuying and marketing at New York U. He plans to take another timebuying course given in conjunction with NYU at CBS this fall.

The serious, handsome six-foot, brown-eyed young man dislikes flattery in any form and as a warning to any of his visitors, a little framed verse on his desk says "Flattery is a web sugar-spun on air. See the foolish little flies, caught and dangling there!"

Stan's hobbies are skiing and swimming plus other active sports.

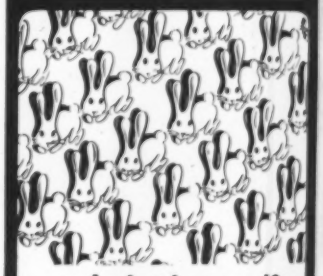
The Schloeders were married on Feb. 22, 1942. Stan's wife is the former Janet Lorraine Kable. They live in an apartment in the Bronx, New York.

Remember the story about...



the rabbit...

and another rabbit...



and what happened?

Geometric progression occurs in many setups beside the rabbit multiplication table.

Take W-W-D-C. It has grown by leaps and bounds.

Today, W-W-D-C has the 2nd most loyal audience in this great D. C. market.

If you want sales in Washington . . . W-W-D-C is the way to do it!

WWDC-AM and WWDC-FM — the dominant FM station in town!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM — The D. C. Independent

'STRENGTH' through SERVICE!

SERVING! the public interest in 1946 by giving free time to 146 public service organizations, with 4,083 spot announcements and 972 programs—totaling 6,945 hours.

SERVING! the public interest in 1947 by giving free time to 60 public service organizations in January, 53 in February, 59 in March, 64 in April, 65 in May, 69 in June, 62 in July.

SERVING! 98,770 radio homes in our primary service area with outstanding program service—197 hours weekly—more than half of which is pure sustaining.

SERVING! 99 local accounts and 27 national accounts with a powerful sales record (more than two-thirds have been with us for years).

SERVING! San Antonio, America's 36th market, with both AM and FM—balanced programming—public interest features—complete sports coverage—local, state, and world-wide news.

SERVING! our share of a half-million listeners to the Mutual Broadcasting System, world's largest network.

SERVING! Are we serving your client? We're ready, able and willing to, with a carefully planned promotion and merchandising service, prepared and executed by 38 alert, experienced employees.

"TOWERS of STRENGTH in SAN ANTONIO"

KMAC 1240 *a.m.* ON YOUR DIAL

KISS 99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

how would you like TOMMY DORSEY in NEW YORK CITY?

● If you think you'd have to mortgage your factory to buy the kind of radio show that can attract a *big audience* in New York—well, Sir, have another think!

WMCA, New York's leading independent station, has *lots* of shows that can do the job for regional and national-spot advertisers—do the job inexpensively. Tommy Dorsey's Disc Jockey Show, for example (and *you* know what that means, in terms of audience!).

Spot radio, as offered by Free & Peters, is *Bull's-Eye Radio.* Alone among all other forms of advertising, it hits the kind of prospects you select, in the markets you select, and even at your own selected time of day. How about letting us quote some *figures?*

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK: *444 Madison Ave.* CHICAGO: *180 N. Michigan Ave.* DETROIT: *Penobscot Bldg.* FORT WORTH: *406 W. Seventh St.* ATLANTA: *Palmer Bldg.* HOLLYWOOD: *6331 Hollywood Blvd.* SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 9 WASHINGTON, D. C., SEPTEMBER 1, 1947 $7.00 A YEAR—20c A COPY

Too Many Conventions, Managers Feel

45% Find Excess; Most Valuable Is NAB

FORTY-FIVE per cent of radio station managers believe there are too many conventions, with 42% feeling that the number of meetings is about right, according to responses to the ninth questionnaire in BROADCASTING'S series.

Top rating in value of meetings to the industry is given the NAB convention, network-sponsored meetings and NAB district meetings. Sharpest expression of opinion in the series of replies was found in convention sites, with 75% feeling that the NAB convention should be held at different places each year.

The survey was conducted for BROADCASTING by Audience Surveys Inc. A representative cross-section* of the managers of commercial AM stations was polled in July and asked: (1) whether there are too many, too few, or about the right number of industry conventions and meetings; (2) how many they attended; (3) how they rated the sessions; and (4) how, when, and where the annual NAB convention should be conducted.

Results of the survey follow:

"Radio station executives are invited to participate in various conventions and meetings throughout the year. Do you feel that there are too many, too few, or about the right number of such sessions?" (See Table I.)

Of the panel members, 45% feel that there are too many conventions and meetings, while approximately the same number (42%) feel that the number of these sessions is about right. Only 3% reported that they felt there were too few such meetings. 10% either had no opinion, or declined to answer the question.

Since the vote was almost evenly divided between "too many" and "about the right number," the question of which meetings the station managers were invited to attend, and which they did attend becomes important. To establish station manager attendance and preference, the panel was asked:

"Some of the meetings to which many broadcasters are often invited are listed below. During the last 12 months, which of these has your station been invited to attend, which have you (personally) attended, and how many other members of your staff attended?" (See Table II.)

More stations were invited to attend the NAB convention (92%) than any other meeting. More station managers attended the convention personally (75% of those invited) than attended any other meeting except those sponsored by the networks, and more other staff

(Continued on page 75)

TABLE I

Radio station executives are invited to participate in various conventions and meetings throughout the year. Do you feel that there are too many, too few, or about the right number of such sessions?

	% of all respondents
Too many	45%
About the right number	42
Too few	3
Don't know	6
No answer	4
TOTAL	100%

* A sample of U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate and geographical area.

TABLE II

Some of the meetings to which many broadcasters are often invited are listed below. During the last 12 months, which of these has your station been invited to attend, which have you (personally) attended, and how many other members of your staff attended?

(Listed in rank order)	Station Invited To Attend (Base—all Respondents)	Manager Attended Personally (Base—No. Invited)	Number of Other Staff Members Attending (Base—No. Invited) 1	2	3	4 or More	None & No Answer	Average
NAB convention	92%	75%	27%	11%	7%	7%	48%	2.0
NAB regional (area) meetings	84	70	24	13	5	8	50	2.1
NAB district meetings	79	73	23	13	6	6	52	2.0
Educational institute meetings	65	16	22	5	5	5	63	2.1
Network sponsored meetings	59	75	31	18	6	2	43	1.7
State or regional broadcasting association meetings	55	71	30	16	2	4	48	1.6
FMA meetings	53	11	8	1	2	0	89	1.5
Technical or manufacturers' expositions	52	14	34	7	2	0	57	1.3
Advertising or agency association meetings	31	46	21	8	2	2	67	1.9
TBA or other television meetings	30	12	12	3	2	2	81	1.6
NAB special committee meetings	28	50	11	7	2	2	78	1.8

Networks, Justice Dept. Discuss AFM

Meeting With Union Head Scheduled Next Week In Chicago

DEPT. OF JUSTICE inquiry into possible violations of the Lea Act and Taft-Hartley Act by James C. Petrillo and the AFM was broadened last week as its Criminal Division obtained information on the network side of the FM music duplication picture from the four national hookups.

Vice presidents of NBC, CBS, ABC and MBS were questioned Thursday at the Department by Peter Brown and Hugh A. Fisher, special assistants to T. Vincent Quinn, Assistant Attorney General in charge of the Criminal Division. They had questioned FM Assn. executives the previous week [BROADCASTING, Aug. 25].

Network representatives were reported to have told Justice representatives that although FM is not specifically mentioned in written contracts now in force, the subject was plainly discussed during negotiations with the union. At that time it was orally agreed that the contracts pertained only to AM braodcasting, it was said.

The Government is going into the situation to determine if AFM activities are of a criminal nature.

FMA Seeks Opinion

In an effort to sound out opinions of FM stations on the Petrillo duplication ban, Bill Bailey, FMA executive director, on Friday sent a questionnaire to nearly 1,000 FM stations, grantees and applicants. Pointing out that no person has gone to the trouble to find out what those most affected by the ban are thinking, he said FMA would do the job.

Members and nonmembers alike will receive the questionnaires, accompanied by a letter in which Mr. Bailey asks for answers to a series of questions. These questions ask if station operates both AM and FM outlets; data on network affiliation; any duplication of network music on FM; does network permit broadcasting of its music on FM; views on effects of Petrillo ban on FM; how station is programmed; employment of live musicians.

Mr. Petrillo last week accepted an invitation of the four networks to reconsider the duplication problem. The conference will be held Sept. 8, during the four-day AFM International Executive Board meeting at the Blackstone Hotel, Chicago.

The networks had sent this telegram Tuesday to the union head:

In reference to your wire of Aug. 21 granting our request for a meeting to discuss duplication of music on AM and FM stations, in view of public importance this issue, desire our meeting to be held as early as possible. Therefore, our representatives will meet with you and the International Executive Board in Chicago 10 o'clock Monday.

Signing the telegram were the

(Continued on page 75)

NETWORK BOXSCORE

Number of commercials on four nationwide networks July 31	263
Number of network commercials starting during August	11
Number of network commercials ending during August	3
Net increase	8
Number of commercials on four nationwide networke August 31	271

August Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Quaker Oats Co.	Terry and the Pirates	ABC	M-F, 5-5:15 p.m.	Sherman & Marquette
Coca-Cola	Percy Faith orchestra	CBS	Sun., 6:30-7 p.m.	D'Arcy Assoc.
Omni-Book Corp.	Lee Adams	CBS	Sat., 10:15-10:30 a.m.	Schwab & Beatty Inc.
American Home Products	Ellery Queen	NBC	Sun., 6:30 p.m. 11:30 p.m. rpt.	Sullivan, Stauffer, Colwell & Bayles Inc.
Toni Co.	Torme Time	NBC	Sat., 5:30-5:45 p.m.	Foote, Cone & Belding
Eversharp	Take It or Leave It	NBC	Sun., 10-10:30 p.m.	Biow Co.
Swift & Co.	Adventures of Archie Anlrews	NBC	Sat., 10:30-11 a.m. rpt., 3-3:30 p.m.	J. Walter Thompson
DuPont Co.	Calvalcade of America	NBC	Mon., 8-8:30 p.m.	BBDO
Colgate-Palmolive-Peet	Day in the Life of Dennis Day	NBC	Wed., 8-8:30 p.m., rpt., 12 mid.-12:30 a.m.	Ted Bates Inc.
Colgate-Palmolive-Peet	Judy Canova Show	NBC	Sat., 10-10:30 a.m.	Ted Bates Inc.
U.S. National Guard	First Call For the Block Party	MBS	Thurs., 9:30-10 p.m.	Gardner Agency

August Deletions

Lady Esther	Screen Guild	CBS	Mon, 10-10:30 p.m.	Biow Co.
Teen-Timers Inc.	Teen-Timers Club	NBC	Sat., 11-11:30 a.m.	Buchanan & Co.
Revere Copper & Brass	Exploring the Unknown	MBS	Sun., 9-9:30 p.m.	St. Georges & Keyes

August One-Timers

Wilson Sporting Goods	All-Star football Game	MBS	Fri., Aug. 22 9:30 p.m. to end	Ewell & Thurber
Gillette Safety Razor Co.	Montgomery-Williams fight	ABC	Mon., Aug. 4 10-10:30 p.m.	Maxon Inc.

August Changes

Shaeffer Pens	Eddie Howard's orch. replaces Carmen Cavallero	NBC	Sun., Aug. 16, 3-3:30 p.m.	Russel Seeds

Rose Sponsored

R. B. SEMLER Inc., New York (Kreml Shampoo and Hair Tonic) and Musterole Co., Cleveland (Musterole cold tablets), effective Oct. 13 begin sponsorship of Billy Rose, night club owner and Broadway columnist, on MBS, Monday-Friday, 8:55-9 p.m. Semler will carry the program, which will be based on Mr. Rose's syndicated newspaper column, "Pitching Horseshoes," on Monday, Wednesday and Friday while Musterole will sponsor the show on Tuesday and Thursday. Agency for both sponsors is Erwin, Wasey & Co., New York.

Ponder Replacement

THE BORDEN CO., New York, reportedly is scheduled to make a decision on the replacement of *Arthur's Place*, Friday on CBS, sometime this week. Advertiser is considering two shows, one a musical program featuring Mark Warnow and his orchestra submitted by Kenyon & Eckhardt, agency currently handling *Arthur's Place*, and the other a musical show with Ted Dale and his orchestra through Young & Rubicam, New York, the agency that handled the Borden account last year.

B & W Renews

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes and pipe tobacco), Sept. 9 resumes *Red Skelton Show* on 159 NBC stations, Tues. 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

Poppele Requests Equal Rights for TV at Series

(*See also story on page 32*)

A REQUEST that television "be accorded equal rights with other services in covering the world series" was contained in a telegram sent last week by J. R. Poppele, president of the Television Broadcasters Assn. Inc., to A. B. Chandler, commissioner of baseball.

Text of Mr. Poppele's message follows: "Television Broadcasters Assn. Inc., representing major networks and television station operators in the U. S., is deeply concerned that television be accorded same rights and privileges at World Series games as radio, motion pictures and press. Although television coverage for games, if played in East, would be limited to only a few East Coast areas, television, like radio, will help build box office returns in major league baseball by stimulating public interest in games. We strongly urge favorable consideration by you and league officials in permitting telecasting of World Series this year."

Pillsbury Participates

PILLSBURY Mills Inc., Chicago (Sno-Sheen cake flour) on Sept. 29 starts for 26 weeks three quarter hour segments weekly of *Meet the Missus* on 11 CBS Pacific stations, Mon.-Wed.-Fri., 3 to 3:15 p.m. (PST). Agency: McCann-Erickson Inc., Chicago.

Expansion of Joske Plan Is Proposed

NAB Advisory Unit Endorses Idea at New York Meeting

EXPANSION of the successful radio "clinic" method first used at Joskes of Texas was proposed last week at a New York meeting of the Retail Advisory Subcommittee of the NAB Sales Managers Executive Committee. The idea would be extended to other types of retailers such as specialty stores, automotive and appliance dealers, independent and chain grocery and drug stores, banks and others.

Results of the Joske one-year radio experiment were far beyond fondest hopes of broadcasters, leading to development of highly efficient methods of using the medium. Entrance of many new stations, FM and AM alike, into the field creates need for development of new business, with the retail field a fertile spot, according to the committee. Need for more study and research at the local level was emphasized.

The committee voted to cooperate with National Retail Dry Goods Assn. in its second annual radio contest for retailers, to be held during the NRDGA convention next January. Classification of entries and basis for judging will be worked out Sept. 15 during the Atlantic City NAB Convention in a joint meeting of the sales group and the NRDGA Radio Committee.

Instances of new and enlarged use of radio by retailers as a result of the first NRDGA contest were recited. The subcommittee praised the retail advisory service started by NAB under direction of Lee Hart, Assistant Director of Broadcast Advertising.

Attending the meeting were J. Robert Gulick, WGAL Lancaster, chairman; Gordon Gray, WIP Philadelphia; William R. Alford Jr., WSYR Syracuse; Frank E. Pellegrin, NAB Director of Broadcast Advertising.

ONE-EYED EXPRESSION of Robert A. (Bob) Schmid, MBS vice president in charge of station relations, can be attributed to evidence presented in window-box display. The figure, 67, and printed matter alongside it tell the story of Mutual's addition of 67 stations in the 1-kw to 5-kw class in one year. Network reports that total number of its affiliates has increased 90% since July 1946.

Rodeo Campaign Starts

MADISON SQUARE GARDEN New York, started a three day (Aug. 24, 25, 26) spot announcement and chain break campaign to promote advance ticket sale to the rodeo opening Sept. 24 in New York on following stations: WCBS WNBC WJZ WMCA WNEW WINS WOR WHN. A second spot campaign which will run for three weeks during and before the rodeo will start on Sept. 15. Deglin Wood & Malone, New York, agency.

Drawn for BROADCASTING by Sid Hix

"So we filmed 'The Hucksters,' but the Blue Book is different!"

Music Crises Keynote NAB Convention

Agenda Outlined For Annual Meet Sept. 15-18

By J. FRANK BEATTY

CONFRONTED with a series of critical music problems, ranging from Petrillo's pressure tactics against networks and FM to copyright troubles and the disc jockey fad, the NAB 25th convention in Atlantic City Sept. 15-18 will search for formulas to ease the pressure against station and network operators.

Starting with the pre-convention network meetings, continuing into the Monday specialized clinics and winding up in the board's Friday meeting, music will provide a dominant theme.

Strong stand against the AFM president's tactics, designed to keep networks off balance and harass FM, is expected by Rep. Clarence F. Lea (R-Calif.), author of the law bearing his name. Rep. Lea has been working in seclusion on his convention speech, scheduled at the Tuesday convention luncheon. Strong stand against latest Petrillo gestures against duplication of FM and his tactics in advance of network negotiations is expected from Rep. Lea.

The music contract situation is slated for discussion at a Monday meeting of the NAB Employe-Employer Relations Committee as well as at the labor clinic to be held that afternoon. The clinic will be open only to station managers.

Position of the networks on FM duplication was explained Thursday to the Dept. of Justice at a Washington conference (see separate story).

NAB President Justin Miller will go into the music problem in his Tuesday morning keynote speech. Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, scheduled to follow Judge Miller on the program, is expected to outline the Canadian music policy.

Study Petrillo Problem

The FM Executive Committee, which last week took a stiff stand against Petrillo for his refusal to permit duplication of network music on FM, meets Monday and will resume discussion of the question (see separate story page 13).

New feature of the all-day Program Managers Clinic Monday will be a panel on "Using Music." Paul Whiteman, ABC music director and also a disc jockey, will appear on the panel along with Sydney Kaye, BMI vice president and general counsel. Mr. Kaye will handle copyright aspects.

With the industry convention only a fortnight away, NAB last week rushed work on the intricate arrangements necessary for the meeting. An office will be opened in Convention Hall tomorrow (Sept. 2), Room 8, phone Atlantic City 4-1280. On the sceen already are Judge Miller; C. E. Arney Jr., Secretary-Treasurer; Everett Revercomb, Assistant Secretary-Treasurer; Arthur C. Stringer, FM Dept. director who is handling the equipment exhibition; Helen A. Fruth, secretary to Judge Miller; Ella Nelson, secretary to Mr. Arney.

Question of FM representation on the NAB board may not be settled until the board meets Sept. 14. Under new By-Laws adopted by referendum this summer, FM, television and facsimile are entitled to board representation if there are 25 members in each category.

In the case of FM, provision is made for a director-at-large representing Class A stations and one representing Class B, provided a class has 25 members. Class A has perhaps four times the necessary members but Class B is understood to have fewer than 25.

The new By-Laws provide that the 1947 elections be conducted at the convention, with new procedure starting next year. However, some doubt has arisen as to exact meaning of the applicable clause in the new By-Laws, perhaps requiring an opinion of the general counsel and action by the board.

Urges Directors Election

Advance registration for the convention totaled 1,206 last week, far ahead of the figure at the same time a year ago. On this basis NAB headquarters officials expect an all-time high attendance record.

A highlight of the convention, discussion of the proposed new Standards of Practice, is scheduled Thursday morning. Copies of the code are to be distributed to the membership at time of registration [CLOSED CIRCUIT, Aug. 25]. Judge Miller will lead the discussion, first opportunity for the membership to express views on a proposed code they have not yet seen.

Preparation of convention meetings is not yet complete. Speaker has not been announced for the Thursday luncheon but announce-

(*Continued on page 67*)

ALL-AMERICANS ARE THESE five broadcasters, selected as the "All-America Radio Team" for the Sept. 17 broadcast advertising panel at the NAB convention. Members of the team are (l to r): Leonard Reinsch, Cox stations, as station president; Norman Boggs, WLOL Minneapolis, as sales manager; Donald D. Davis, WHB Kansas City, as program director; Thomas D. Connolly, CBS New York, as sales promotion manager; Howard S. Frazier, management consultant, as chief engineer.

Plan to Cut FCC Log-Jam Proposed

Bar Assn. Group Presents Processing Speedup Suggestions

PERMANENT new FCC procedure designed to speed processing of applications and break the log-jam through elimination of paper work on routine matters was proposed last week by the Committee on Practice and Procedure of the FCC Bar Assn.

The recommendations were made by the committee after long study. Committee members are Leonard H. Marks, chairman; Philip Bergson, Omar Crook, Robert Irwin, David Tolman and Vincent Welch.

Final association action will be taken in mid-September by the Executive Committee. The recommendations then will go to the FCC for its consideration. Under FCC procedure, proposed changes in the rules would be considered at a public hearing.

Heart of the recommendations is a new type of perpetual freeze procedure by which applicants would know at the end of 90 days if any competing applications were to be considered by the Commission. At present applications become involved in endless procedural complexities caused by engineering studies of co-channel and adjacent channel applications which must be studied in connection with each particular request. This is especially troublesome in the case of proposed directional antennas, with reports often subject to several separate engineering reviews before receiving Commission attention.

The committee proposes adoption of a new rule under which the Commission would consider an application without regard to any application filed more than 90 days after the original application. Local advertising procedure was recommended. The bar committee unanimously recommended the 90-day aspect of the recommendation but approved the advertising requirement by 4-2 vote.

Proposed New Rule

Proposed new rule follows:

Upon the filing of an application for new facilities, change in frequency, hours or power of an AM station, the applicant shall advertise the filing of such application twice a week for three weeks in a daily newspaper of general circulation in the community in which the station is to be located. Thereafter, no action will be taken by the Commission for a period of 90 days from the date of filing during which time any person may propose a competing application either for that or any other town.

New procedure is recommended to speed Commission review of applications. After considering an application, the committee urges that the FCC (1) grant the application; or (2) if there are objections, advise the applicant by letter of the objections. If the applicant desires, he may amend within 30 days to supply additional information answering the objections.

After receiving the amendment, the FCC again reviews the application and if it is not satisfied, the case goes to hearing.

Idea of this new procedure is to prevent many routine hearings which hold up processing of applications. At present objections are cured by filing of petitions for action by the Motions Commissioner. The procedure is designed to eliminate paper work in the Motions Section and expedite matters for the Commission.

The bar committee contends that 90% of the motions now considered are routine, not requiring appearance of counsel for either the petitioner or other parties. It rec-

(*Continued on page 66*)

OPERATING CHART for NAB's FM Dept. was prepared at meeting of FM Executive Committee last Monday. Present were (l to r): A. D. Willard Jr., NAB executive vice president; Arthur C. Stringer, news department head; Matthew Bonebrake, KOCY Oklahoma City; Chairman Leonard Asch, WBCA Schenectady; Everett Dillard, WASH Washington; Cecil Masten, WNBF-FM Binghamton, N. Y.; Clarence Leich, WMLL Evansville, Ind. Meeting was held at NAB's Washington headquarters.

FM Gets Formal NAB Recognition

Business, Program Aids To Encourage Medium Are Planned

PRACTICAL recognition of FM broadcasting as a full-fledged commercial advertising medium was given by NAB last week in adopting a program of business and program aids designed to encourage this new facet of the industry.

Reviewing FM's technical development and its engineering progress, the NAB's FM Executive Committee, meeting Monday in Washington, adopted a policy designed to speed development of the art and guide FM stations in their operations.

NAB's FM activities will not clash with the promotion program of FM Assn. Many committee members also are active in FMA and it was agreed NAB should provide business and programming guidance, leaving to FMA the task of encouraging people to listen to FM and promoting the sale of receiving sets with FM circuits.

Appointment of Arthur C. Stringer as head of NAB's FM Dept. was formally announced [CLOSED CIRCUIT, June 30, Aug. 11]. Mr. Stringer had been Director of Special Services and in this capacity had conducted news clinics in all parts of the nation and had made exhaustive management studies of small stations. He will continue some of his other duties.

Discuss Petrillo Ban

The Petrillo ban on FM duplication of network music [BROADCASTING, Aug. 25] was regretted by the committee, though many members said it was not as serious a blow as some contend.

The committee urged NAB to continue efforts to find a means of making duplication of AM programs possible. It unanimously agreed that full development of FM requires an arrangement whereby both FM and AM transmitters will handle programs of all types simultaneously. The committee, holding the AFM ban retards FM development, unanimously agreed FM is not a separate and distinct service but an advance in the broadcasting art. It adopted the following resolution:

Because the dual broadcasting of any given program over AM and FM channels merely gives the listener a choice of available systems and does not in itself enlarge the total listening audience of the program; and, furthermore, because such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate AM and FM program and production personnel are economically justified.

FM will be fully represented in NAB after the Atlantic City convention with two board members, one each for Class A and Class B FM stations. New NAB bylaws provide a director-at-large for each class of FM station, as well as for television and facsimile stations, when each category has 25 association members.

Recommended FM Aids

A series of business and programming aids was recommended for FM, including the following:

Study by FM Dept., cooperating with the Research Dept., of receiver ownership. A simple formula showing ownership in a given area for use of advertisers, agencies and others will be developed. An outline of the technique for such a survey will be made available to all NAB members. The data will not conflict with any existing program rating service.

Current rate practices of FM stations will be surveyed, with a report to be made to the membership.

The FM Dept. will encourage longer daily program schedules than the FCC's six-hour minimum, the committee feeling this is necessary to demonstrate FM and speed its establishment as a mass medium. Change in the FCC rule to require longer hours was considered but no action was taken.

All material sent by NAB to members will be scanned for adaptation to FM stations as well as AM.

Dr. Edwin H. Armstrong, FM inventor, was invited to demonstrate at the NAB convention his relay system for networking of FM.

Attending the committee meeting were Leonard Asch, WBCA Schenectady, chairman; Matthew Bonebrake, KOCY-FM Oklahoma City; Everett Dillard, WASH Washington; Clarence Leich, WMLL Evansville, Ind.; Cecil Masten, WNBF-FM Binghamton, N. Y. Representing NAB were President Justin Miller; A. D. Willard Jr., executive vice president; Mr. Stringer; Richard P. Doherty and David Farber, director and assistant director of the Employe-Employer Relations Dept.

WDEL, WNHC Get Television Permits

Wilmington, New Haven Actions Raise TV Total to 67

TWO NEW commercial television stations were authorized last week by FCC to bring the total number of TV authorizations to 67. The grants went to The Elm City Broadcasting Co., licensee of WNHC New Haven, Conn., and WDEL Inc., licensee of WDEL Wilmington, Del.

There presently are six commercial television stations licensed in the U. S. The new grants boost the number of outstanding construction permits to 61. About a dozen applications are pending.

The New Haven TV grant calls for use of Channel 6, 82-88 mc, with visual power of 1.82 kw and aural power of 957 w. Antenna height is 510 ft. above average terrain.

For Wilmington the CP covers Channel 7, 174-180 mc, 1 kw visual and 500 w aural with a 281 ft. antenna above average terrain.

WNHC is an independent local outlet on 1350 kc with 250 w. Estimated cost of its new video plant is $100,000, according to the application.

WDEL, an NBC affiliate, operates with 5 kw on 1150 kc. Its television venture initially will cost an estimated $114,500 according to its application.

FMA Meet to Show Low-Price Sets

Other Exhibits Readied For N. Y. Convention; Denny to Speak

NEW low-price FM sets, which FM Assn. believes will speed the sale of receivers and expand the medium's listening audience, will be shown for the first time at the FMA's first national convention to be held Sept. 12-13 at the Roosevelt Hotel, New York. FCC Chairman Charles R. Denny will be featured speaker.

FMA had practically completed arrangements last week for its exhibit of FM equipment, according to Bill Bailey, FMA executive director. Twenty-two manufacturers have contracted for space, with one or two others having indicated they plan to participate.

Exhibit space on the hotel mezzanine includes one room of 1,000 square feet and three adjoining rooms. New transmitters, including a 10-kw model, and many types of receivers will be shown. One table model FM receiver will retail for $24.95.

Speakers at the convention banquet will be Chairman Denny and Max F. Balcom, Sylvania Electric Products, president of Radio Manufacturers Assn. Chairman Denny will be the first FCC head to broadcast over an FM network, since Continental plans to carry banquet proceedings.

Friday Banquet

The banquet, scheduled for Friday evening, will have Roy Hofheinz, KOPY Houston and FMA president, as toastmaster. Chairman Denny will be picked up 8-8:30 p.m. by Continental. Everett L. Dillard, WASH Washington, FMA vice president, will speak briefly on development of Continental.

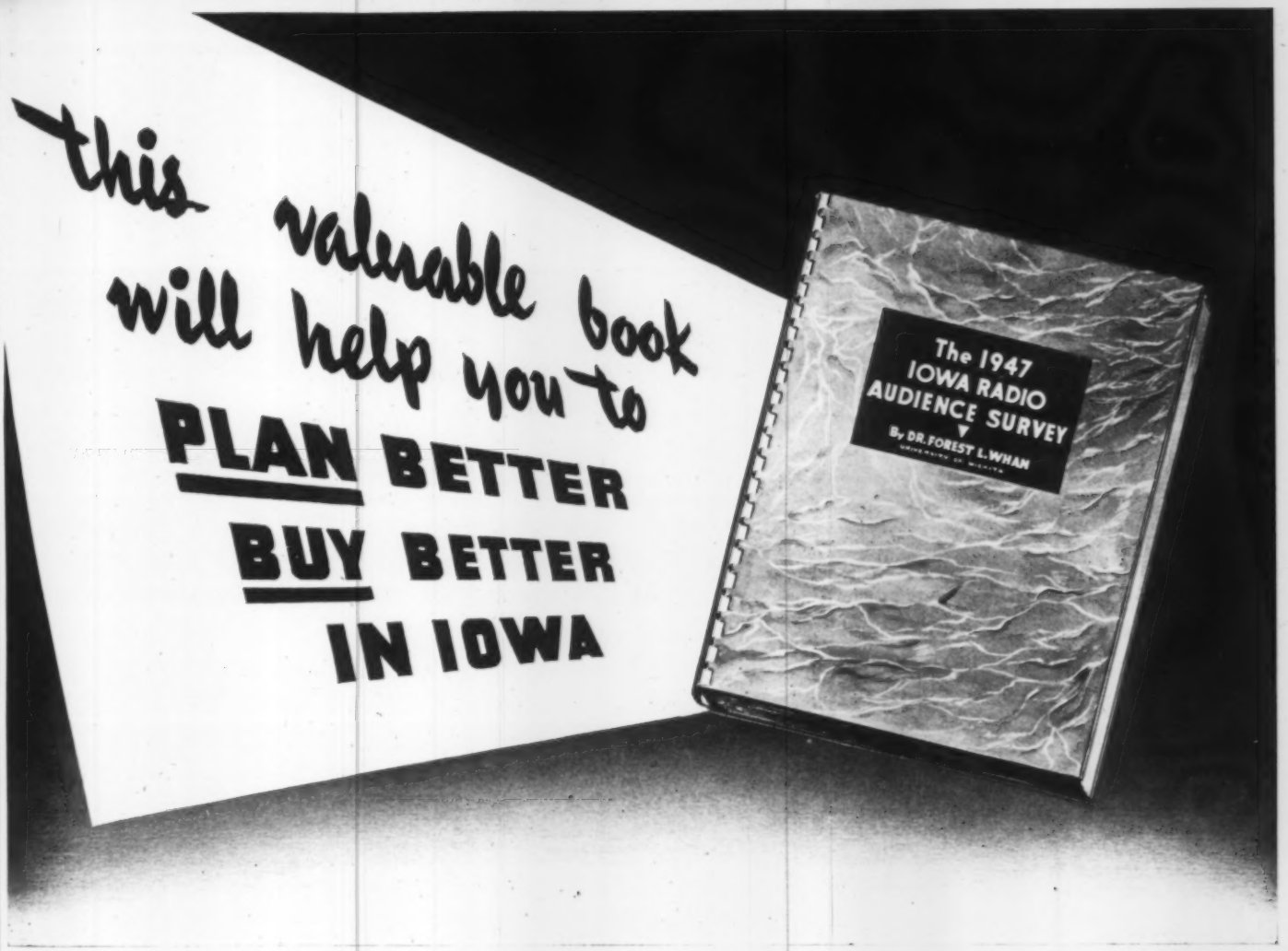
At 8:30 the first sponsored FM network broadcast will be carried by Continental. The main body of the program will originate at Rochester, home of Stromberg-Carlson Co., the sponsor, and will be picked up off the air for the banquet. Dr. Edwin H. Armstrong, inventor of FM, will speak from the banquet hall as will Mr. Balcom, who is scheduled after conclusion of the half-hour sponsored broadcast.

Expect 400 to Attend

Nearly 200 advance registrations had been received by FMA last week, with attendance of 400 predicted. Delegates will be housed at the Roosevelt, Ambassador and Commodore.

Tentative convention agenda calls for 9:30 a.m. opening Friday, with President Hofheinz officiating. After appointment of convention committees the General Electric

(*Continued on page 63*)



ALL the *audience-knowledge* required to do a successful radio job in Iowa is contained in the "1947 Iowa Radio Audience Survey"—a masterful study by Dr. F. L. Whan, recognized research authority of the University of Wichita. It compiles and visualizes the answers given by 8,682 Iowa radio families to almost every question that any radio advertiser could ask about *the stations* to which Iowa people listen most, *the areas* in which each station is preferred, *the times* at which Iowa people listen, *the types* of programs they like and dislike, and to dozens of other questions which determine the success of any radio effort in the State.

The 1947 Survey is the tenth annual edition. Countless times we have been told by top-notch agencies that the Iowa Radio Audience Survey is the most authoritative and helpful audience study in America—that any large agency would gladly pay thousands of dollars for its exclusive use, *because it enables them to PLAN better and BUY better in Iowa.*

WHO believes that what helps *you* also helps radio and us. Hence we gladly offer a free copy of the 1947 Iowa Radio Audience Survey to every agency, advertiser and sales executive in America, until the edition is exhausted. Get your copy NOW. The coupon is for your convenience.

WHO for Iowa Plus!
Des Moines . . 50,000 Watts
B. J. Palmer, Pres., P. A. Loyet, Resident Mgr.
Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

Telestatus for the Mid-Summer of 1947

Audience, Industry Show Growing Acceptance

TELEVISION'S postwar growth is emphasized in BROADCASTING'S Telestatus report which shows that as of mid-summer of this year, 11 commercial stations were serving the 58,500 sets then sold. Sentiment of advertisers, agencies and listeners has grown more strongly in favor of the art as programming improves with resultant demands for sets. From this pedestal of accomplishments (tabulated on this page), television bids fair to apply the fulcrum of added stations, more promotion and better programs that will raise video to even greater heights in the fall-winter of 1947-1948.

Sports telecasts represent the heaviest share of television time. During week of July 7-13 (see table below) sports telecasting led with 120¾ hours. Dramatic presentations were second with 26 hours and news third with 19½ hours. Educational telecasts during the week occupied 13¾ hours, and not far behind were musical programs with 11 hours and children's shows with well over 10 hours. Nine hours and thirty-five minutes were devoted to variety programs. Comedy was at the bottom of the list with three hours.

Telestatus shows:

- **58,500 Television sets**
- **47,500 in homes**
- **11,000 in public places**
- **TV in less than 1/10 of 1% of 60,000,000 radio homes in the U. S.**
- **11 commercial television stations offering regular video program service**
- **59 construction permits for commercial television stations**
- **11 applications on file for commercial television stations**
- **593 persons employed by stations, fulltime or chiefly in television broadcasting**
- **248 hours and 37 minutes of video program time telecast during week of July 7-13, of which 139 hours, 13 minutes was sustaining;[1] 109 hours, 24 minutes was commercial, sponsored by 62 advertisers and with $36,885 at gross (one time) rates, equal to roughly 2/5 of 1% of the gross weekly income of U. S. radio stations.**

VIDEO BUSINESS, July 7–13, 1947

Advertiser	Product	Program	Station(s)	Time	Agency
American Pipe Cleaner Co.	Pipe Cleaners (for toys)	Small Fry Club	WABD	Mon. 7-7:30 p.m.	Ruth Brooke
American Shops	.....	Boxing, Wrestling	WABD	W, F, 8:45-11 p.m.	Scheer Adv. Co.
Atlantic Refining Corp. (Alternates sponsorship with Philco Distributors)	Gas, oil	Baseball	WPTZ	A's and P's Home Games	N. W. Ayer & Son
Borden Co.	Dairy Prods.	Variety	NBC Tel. Network*	Sun. 9-9:20 p.m.	Kenyon & Eckhardt
Borg-Warner Corp.	Norge Stoves, Refrigerators	News—Ted Grace	WWJ-TV	Thu. 8:45-9 p.m.	Campbell-Ewald Co.
Botany Worsted Mills	Neckties	Weather forecasts	WNBT, WPTZ, WBKB, KTLA, WARD	1-min. spots	Alfred J. Silberstein-Bert Goldsmith, Inc.
Bristol-Myers Co.	Ipana	Ringside with Tex and Jinx	NBC Tel. Network*	Sun. 8-8:30 p.m.	Young & Rubicam
Bristol-Myers Co.	Vitalis	Party Line	NBC Tel. Network*	Sun. 8:30-9 p.m.	Doherty, Clifford & Shenfield
Bulova Watch Co.	Watches	Time signals	WCBS-TV, WNBT, WWJ-TV	.....	Biow Co.
Canadian Ace Brewery Co.	Beer	Horse racing	WBKB	Sat. 4:30-6:30 p.m.	Critchfield Co.
Canine Food & Prod. Co.	Dog Food	Weather signals	WPTZ	Fri. Evening	Packard Adv.
Chex Co.	.....	Weather signals	WPTZ	Tues. before ball game	Solis S. Cantor
Chicago, Northwestern & Union Pacific RR.	Railway	Streamliner Time	WBKB	Tue. 8-8:20 p.m.	Caples Co.
Commonwealth Edison Co.	Electrical Supplies	Baseball	WBKB	Cubs home games	J. Pershall Co.
Elgin National Watch Co.	Watches	Time Signals	KTLA, WPTZ, WBKB, WCBS-TV, WNBT	.....	J. Walter Thompson Co.
Fair Store	Dept. Store	Tele-Chats	WBKB	Fri. 7:30-7:45 p.m.	Ivan Hill Co.
Fischer Baking Co.	Bread	Small Fry Club	WABD	Thu. 7-7:30 p.m.	Scheck Adv. Agency
Ford Motor Co. (Co-sponsor with General Foods Corp.)	Cars	Baseball	WCBS-TV	Dodgers home games	J. Walter Thompson Co.
Ford Motor Co.	Cars	Henry Ford Memorial Race	WWJ-TV	Sat. 3:30-6 p.m.	J. Walter Thompson Co.
Ford Motor Co.	Cars	Baseball	WBKB	Sun., Fri.,	J. Walter Thompson Co.
Ford Motor Co.	Cars	Wrestling	KTLA	Wed. 8:30-11 p.m.	J. Walter Thompson Co.
Peter Fox Brewing Co.	Beer	Harness Racing	WBKB	Sat. 8-11 p.m.	Jones-Frankel
General Foods Corp. (Co-sponsors with Ford Motor Co.)	Post cereals	Baseball	WCBS-TV	Dodgers home games	Young & Rubicam
General Foods Corp.	Maxwell House Coffee	Author Meets Critics	WNBT	Thu. 8-8:30 p.m.	Benton & Bowles Benton & Bowles
General Foods Corp.	Institutional	Friend of Family	WNBT	Thu. 8:30-9 p.m.	Young & Rubicam
General Foods Corp.	Sanka	Announcements	WABD	M-F, 7:59 p. m.	Young & Rubicam
General Motors Corp.	Chevrolet cars	Western movie	WABD	Tue. 8-9 p.m.	Campbell-Ewald Co.
George's Radio Co.	.....	Wrestling	WTTG	Wed. 9-11 p.m.	Enders Agency
Gillette Safety Razor Co.	Razors, Blades, Shave Cream	Boxing	NBC Tel. Network*	Fri. 8:30-11 p.m.	Maxon Inc.
Gimbel Bros.	Dept. Store	Handy Man	WPTZ	Fri. 8:30-8:45 p.m.	Direct
Good House Stores	.....	News	WPTZ	Preceding all ball games	Julian G. Pollack
Goebel Brewing Co.	Beer	Baseball	WWJ-TV	Tigers home games	Brooke, Smith, French & Dorrance
Grinnell's	Appliances	Television Party	WWJ-TV	Thu. 1-1:30 p.m.	Simons, Michelson Co.
Griesedieck Bros.	Beer	Sport Show	KSD-TV	.....	Ruthrauff & Ryan
Grissom-Jefferson Chevrolet Co.	Cars, Service	Horse racing	WWJ-TV	Wed. 4:30-5:15 p.m.	L. J. DuMahaut Co.
Gulf Oil Corp.	Gas, Oil	You Are an Artist	NBC Tel. Network*	Thu. 9-9:15 p.m.	Young & Rubicam
Gulf Oil Corp.	Gas, Oil	News	WCBS-TV	Thu. 8-8:20 p.m.	Young & Rubicam
Hot 'N' Kold Shops	Appliances	Weather Report	WWJ-TV	Tue.-Sat. 1 daily	Charles Hargreaves
J. L. Hudson Co.	Dept. Store	Sketch Book	WWJ-TV	Wed. 8-8:15 p.m.	Wolfe, Jickling, Dow & Conkey
Jiffy Products	.....	Weather Signals	WPTZ	Sun. evening	Martin & Andrews
Kass Clothiers	.....	Baseball Scores	WBKB	.....	Malcolm Howard
Keeley Brewing Co.	Beer	Wrestling, Boxing	WBKB	M, W, 8:30-11 p.m. Fri. 9-11 p.m.	Malcolm Howard
Kraft Foods Co.	Cheese	Drama	WNBT, WRGB	Wed. 7:30-8:30 p.m.	J. Walter Thompson Co.
Lacy's Dept. Store	Philco Radios Bendix Washers	Baseball Spots	WTTG	Sat. 2:20-5 p.m.	Kauffman Agency
Longines-Wittnauer Watch Co.	Watches	Time Signals	WTTG WABD	4 a week M, W, F, 8:44 p.m.	Arthur Rosenberg Co.
Nash-Kelvinator Corp.	Refrigerators	Kelvinator Kitchen	NBC Tel. Network*	Wed. 8:30-8:45 p.m.	Geyer, Newell & Ganger
Pep Boys (Co-sponsor with Sears-Roebuck, Schwabacher-Frey, Wynn's Co.)	.....	Shopping at Home	KTLA	Sun. 8:30-9 p.m.	Milton Weinberg Adv.
Pepsi Cola Co.	Beverage	Announcements	WABD	Before and after Yankee ball games	Newell-Emmett Co.
Pepsi-Cola Co.	Pepsi-Cola	Spots	WTTG	M-F, 8 p.m.	Kauffman Agency
Philco Dist. of Philadelphia (Co-sponsor with Atlantic Refining Corp.)	All Products	Baseball	WPTZ	A's and P's home games	Julian G. Pollack
Purity Bakeries	Cake, Bread	Baseball	KSD-TV	.....	Young & Rubicam
RCA-Victor	Radios, Phonographs	World in Your Home	WNBT	Fri. 8:20-8:35 p.m.	J. Walter Thompson Co.
RCA Tel. Dealers of Southern Cal.	Video Sets	Slides, Films, Recorded Music	KTLA	M, W, T, F, 3-5 p.m.	Direct
		Baseball	KTLA	Tue., Sat., 2:30-4:30 p.m.	Direct
Robinson-Lloyd Ltd.	Dry Imperator Champagne	Announcements	WABD	Tue. 8:59 p.m.; Wed. 7:45 p.m.	Owen & Chappell
Max Rusoff	Furs	Miss Television Contest	WPTZ	Fri. 9-9:15 p.m.	Solis S. Cantor
Sam's Inc.	Dept. Store	Paul Williams	WWJ-TV	Fri. 4-4:30 p.m.	Stockwell & Marcuse
Schwabacher-Frey (Co-sponsor with Pep Boys, Sears-Roebuck, Wynn's Co.)		Shopping at Home	KTLA	Sun. 8:30-9 p.m.	Milton Weinberg Adv.
Sears-Roebuck (Co-sponsor with Pep Boys, Schwabacher-Frey, Wynn's Co.)	.....	Shopping at Home	KTLA	Sun. 8:30-9 p.m.	Mayers Co.
		Spot	KTLA	Tue. 8:29 p.m.	Mayers Co.
Alexander Smith & Sons Carpet Co.	Rugs	Magic Carpet	WABD	Fri. 8:30-8:45 p.m.	Anderson, Davis & Platte
Southern Venetian Blind Co.	Blinds	Bob Wolff's Sports Clinic	WTTG	Wed. 8:30-8:45 p.m.	Direct
Harry Suffrin	Men's Clothes	Man on the Street	WWJ-TV	Tue. 4-4:30 p.m.	Simons-Michelson Co.
Superfine Fuels Co.	.....	Weather Signals	WPTZ	Wed. evening	Solis S. Cantor
Swift & Co.	Meats	Home Service Club	WNBT	Fri. 1-1:30 p.m.	McCann-Erickson
Swope Jewelry Co.	Jewelry	Dick Mansfield	WTTG	Wed. 8:45-9 p.m.	Kauffman Agency
Teldisco	Video Sets	Boxing	WABD	Tue. 9-11 p.m.	John R. Allen
Terman Tele Sales	Video Sets	Jack Payne	WBKB	Wed. 8:15-8:30 p.m.	Direct
Tivoli Brewing Co.	Beer	Announcements	WWJ-TV	Tue.-Sat. 1 daily	McCann-Erickson
Wilf Bros.	.....	News	WPTZ	M-S, 15-min. preceding evening programs	Philip Klein
Winston Television	Video Sets	Boxing	WABD	Mon. 8:45-11 p.m.	Direct
Wynn's Co. (Co-sponsor Pep Bros., Sears-Roebuck, Schwabacher-Frey.)	Appliances	Shopping at Home	KTLA	Sun. 8:30-9 p.m.	Direct

* WNBT, WPTZ, WRGB, WNBW (last two without charge).

PROGRAM BREAKDOWN BY HOURS AND MINUTES

Week of July 7–13[2]

Type of Program	Sponsored Live Hrs.	Sponsored Live Min.	Sponsored Film Hrs.	Sponsored Film Min.	Sustaining Live Hrs.	Sustaining Live Min.	Sustaining Film Hrs.	Sustaining Film Min.	Total Hrs.	Total Min.
Audience Participation	2	35			5	14		2	7	51
Children's			1		3	30	5	53	10	23
Comedy					1	15	1	49	3	04
Dramatic	1	30	1		1	45	21	42	25	57
Educational	1	40	1		2	58	8	07	13	45
Musical			4			57	6	10	11	07
News	3	04			4	49	11	41	19	34
Spcr's	83	44			36	46		15	120	45
Special Events (Other than sports)		20			6	01			6	21
Variety	1	10		50	3	40	3	55	9	35
Miscellaneous		45	4		8	52	3	20	16	57
Time Signals		5		48						53
Weather Reports		40		11						51
Other announcements		58		04		32			1	34
Total	96	31	12	53	76	19	62	54	248	37

[1] Including sponsored programs carried experimentally and without charge by WRGB Schenectady and WNBW Washington.

[2] WBKB Chicago was off the air for repairs this week, reported on June 29-July 5

why take the core...

when you can have the whole apple?...

The core may be the middle of the apple—but it's not necessarily the juiciest part.

Most people would rather have the whole apple.

Advertisers, thinking it over, feel that way, too, we find.

That's why we want to remind all and sundry that—although the city of Syracuse is the core of the big Central New York market—the whole apple is *five times as big.*

Other stations offer you the core. Only WSYR gives you the *whole* apple... all 23 BMB counties of it!

And for years, in every major study conducted in this sales-happy region, WSYR has held first place, day and night.*

Why take the core when you can have the whole apple? Ask us or any Headley-Reed office.

**Pulse of Syracuse for 1947, Certified Audit Study, Crosley Farm Study, Farm Opinion & Research—and, yes, many more.*

WSYR
SYRACUSE

"A Quarter Century of Service"
570 kc.—5000 watts
NBC in Central New York
Represented by Headley-Reed

Other H. C. Wilder Stations are WTRY, Albany-Troy-Schenectady, and WELI, New Haven

WINR Hits AP Associate Contract

Vadeboncoeur Says That Agreement Is Not Fair to Station

REASONS for refusal of WINR Binghamton, N. Y., to accept an associate membership in the Associated Press are outlined by E. R. Vadeboncoeur in a letter under date of Aug. 22 to Oliver D. Gramling of the AP's New York headquarters office.

Mr. Vadeboncoeur calls the associate membership contract offered to radio stations by the AP both unfair and one-sided. Pointing out that stations will have no voting rights in AP and no voice in the writing of by-laws or amendments. Mr. Vadeboncoeur declares that WINR cannot accept the contract and elects to continue under its present contract for Press Assn. service.

Mr. Vadeboncoeur objects pointedly to proposed assessments which might be leveled against stations "by a board from which radio stations . . . are barred." His letter follows:

I am sorry to have to tell you that we cannot accept the associate membership contract you sent me for Station WINR.

My regret is very sincere. I know how hard you have worked on this plan. In my discussions and correspondence with you on this subject, I have been impressed with your personal anxiety to work out something that would be fair to radio station clients.

However, the contract for associate membership for radio stations in the Associated Press is so unfair and one-sided that I do not believe any broadcaster, in good conscience, can accept it.

Because this associate membership plan is actually the most important new phase in radio news since AP entered the radio field, proposing a definite revision of the established relationship between radio stations and a news service (and equally because a friend is entitled to a friendly explanation, along with any rejection of this nature). I think it only fair to give you my reasons for declining to accept associate membership. Here they are:

1—Article Two of the application for associate membership reads:

"The undersigned agrees to be bound by the By-Laws of THE ASSOCIATED PRESS and any amendments thereto which may be hereafter regularly adopted."

This is almost too unfair to require comment. Radio stations, as associate members, will have NO voting rights in the Associated Press. Therefore they will have no voice in the writing of by-laws or amendments thereto. They will be subject completely to the decisions of newspaper operators, who openly and often with frank hostility, accuse radio stations of being unwelcome competitors and who, in many towns, are carrying out unfortunate feuds with their radio "competitors." There has been no secret, for a long time, of the resentment of many AP members over the fact that radio stations have been able to purchase news from the Associated Press without being subject to assessments. No sensibly cautious radio station operator can conscientiously agree to bind his station to by-laws, in the writing of which radio stations will have no note and no representation. This is a principle which goes all the way back to a tea party in Boston Harbor a couple centuries ago. WINR cannot agree to obey rules made and imposed upon it without the right to vote on those rules. I do not believe that so large and growing an industry as radio can decently submit to such unfair domination by newspapers in the field of radio news. WINR would probably accept a membership which would give it the right to vote on matters vitally affecting it. WINR cannot agree to anything less. The fact that certain newspaper owners on the AP board of directors also own radio stations, does not, in my opinion, give WINR or radio, as such, any representation in the voting councils of the AP, for reasons too obvious to be worth listing here.

2—Article Two of the contract you sent me reads as follows: "The Member agrees to pay, weekly in

(*Continued on page 70*)

STATEMENT BY ASSOCIATED PRESS

MR. VADEBONCOEUR's apparently personal letter to Mr. Gramling arrived in the latter's absence on a business trip. It is obvious that Mr. Vadeboncoeur labors under serious misconception and misunderstanding about the Associated Press membership arrangement and relationship. In view of the short time available before BROADCASTING Magazine's deadline, there is no opportunity to prepare the detailed response which will be made in due course.

FRANK J. STARZEL
Assistant General Manager

Examiner's WOKO Report Approved

Latest Action in Albany Case Prefaces New Era at FCC

By LARRY CHRISTOPHER

STAGE THREE—the encompassing, final phase—of FCC adjustment to the Administrative Procedure Act commenced last week as the Commission took new action in the scramble for the 1460-kc facility of WOKO Albany, N. Y. Adopting almost wholly as its proposed decision the recommended decision of a hearing examiner, the Commission previewed:

1. Grant of Governor Dongan Broadcasting Corp. application for new standard station at Albany on 1460 kc with 5 kw fulltime and entailing engineering conditions;

2. Denial of the mutually exclusive requests of Van Curler Broadcasting Corp. and the Joseph Henry Broadcasting Co. Inc., for the same assignment, and

3. Denial of an additional application by Joseph Henry for license to operate the present WOKO facilities upon their relinquishment Aug. 31 pursuant to the FCC's denial of license renewal to WOKO on hidden ownership grounds.

Further, by separate order, the Commission extended the Aug. 31 "death-line" of WOKO for another month by continuing the effectiveness of its temporary operating authority to Sept. 30.

Governor Dongan was preferred over Van Curler and Joseph Henry chiefly on local ownership basis. The latter of the three, Joseph Henry, was especially ruled out because certain of its principals also hold and have held like interest in WOKO and as such were declared legally responsible for past errors revealed in that proceeding. The qualifications of Raymond Curtis, identified with both WOKO and Joseph Henry, were closely reviewed.

Concurring in Adoption

Concurring in the adoption of the recommended decision were Chairman Charles R. Denny and Comrs. Paul A. Walker, Ewell K. Jett, E. M. Webster and Clifford J. Durr. Comr. Rosel H. Hyde did not vote. The recommended decision was circulated among the Commissioners to secure their consent. It is believed this to be the first major case considered by Commissioner Webster who has been devoting time to technical matters, as Commissioner Jett, at the Atlantic City World Telecommunications Conference. Chairman Denny has been chairman of that meeting.

Commissioner Durr, in concurring with his fellow commissioners, revised his earlier stand in the proceeding.

The proposed decision is held to be the first such formal action by the Commission since the final phase of the Administrative Procedure Act became effective June 11. On that date the new Hearing Division evolved and the majority of hearing examiner appointments were announced [BROADCASTING, June 16, 23]. The old Hearing Section of the Broadcast Division has been succeeded by the Review Section.

Henceforth virtually all new hearings, including cases on initial licensing, are to be presided over by a hearing examiner with jurisdiction from the time he is assigned a case and who will usually prepare a recommended decision. Such recommended decision may be adopted (as such or as modified, rewritten or reversed) by the Commission as its proposed or final decision, depending on the prestated conditions. Some cases may be handled by a Commissioner or by the Commission en banc.

Hearing Schedule Incomplete

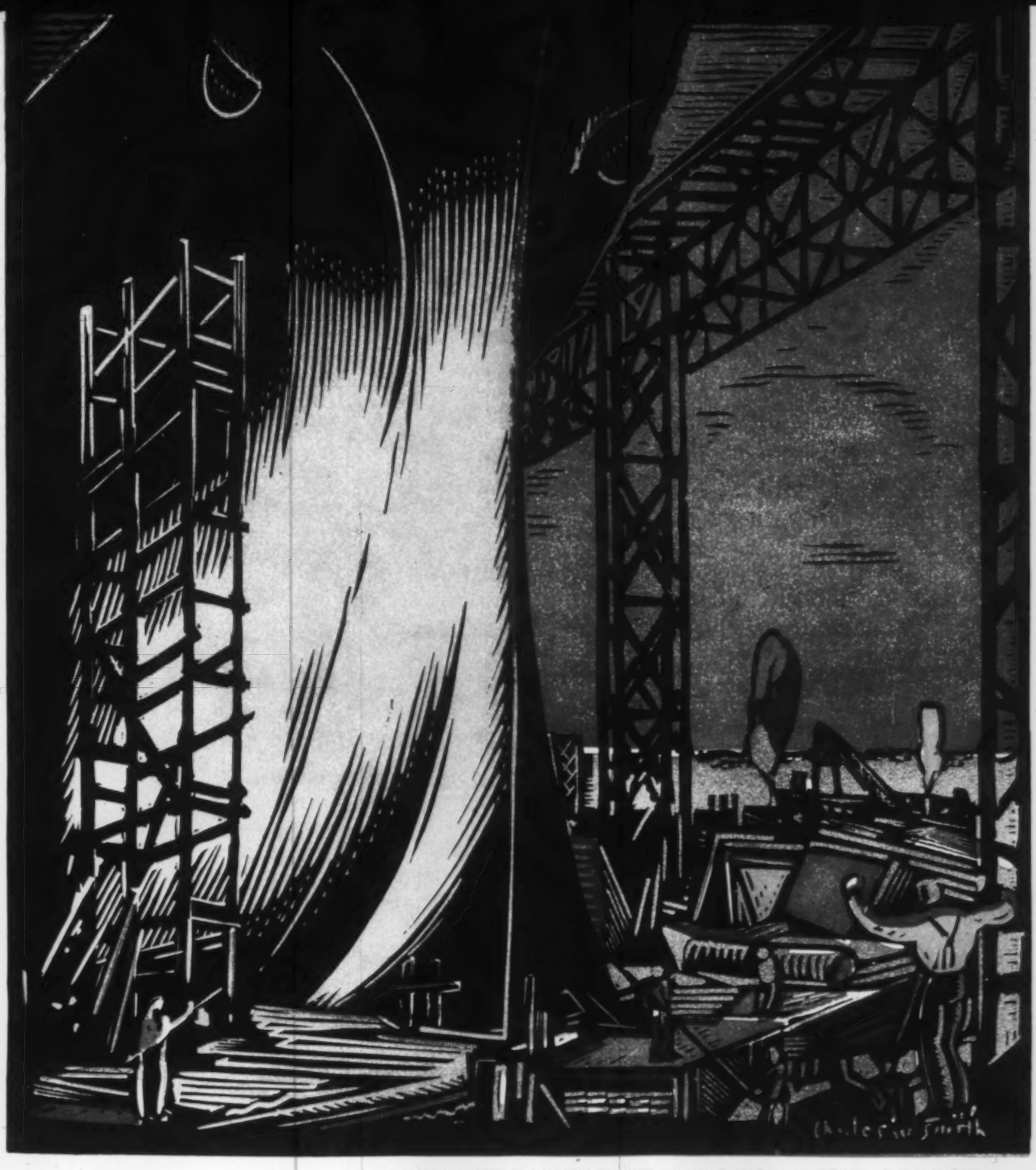
But because of the continuing backlog of "old" cases, to which this new system is not directly applicable, immediate issuance of additional such actions is not expected. An informed FCC spokesman last week stated that the new hearing schedule is not completed and it may remain so until the full Commission can act upon it following termination of the activities at Atlantic City. An exception might be the Oct. 6 WBAL Baltimore proceeding, another FCC member pointed out. Commissioner Hyde is slated to hear the case.

Civil Service requirements to cover the hearing examiners still are to be completed. Nor have the examiners been assigned quarters. Latest speculation is that a room will be provided for them outside of FCC headquarters in Temporary Bldg. T. Hearing rooms also may be provided there.

Earlier phases of the Administrative Proceduce Act became effective last Dec. 11 [BROADCASTING, Dec. 16, 1946] and last Sept. 11 [BROADCASTING, Sept. 9, 1946].

The Albany proposed decision is declared somewhat unusual in that although it prefaces a new FCC administrative era it may not be typical of its kind. It is expected that many similar decisions may be redone by the Commission from the examiner's recommendation. If a recommended decision is not substantially that of the Commission's

(*Continued on page 68*)



SECTIONAL SCENE OF A VIRGINIA SHIPYARD, LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES W. SMITH

VIRGINIA SHIPS . . . .

Shangri-la . . . . Missouri . . . . Franklin D. Roosevelt . . . . Enterprise . . . . Midway . . . . S. S. America! Wherever there is water, there float mighty ships made in Virginia. The tradition of building good ships is a part of Virginia's present great industrial empire . . . . an empire well served by the institution which is Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

WRVA

REPRINTS OF THIS INDUSTRIAL SERIES ARE AVAILABLE ON REQUEST.

Western Electric

1304 TYPE REPRODUCER SETS HIT A NEW HIGH IN *Quality!*

Here's Why!

1. ***Wide Response*** . . . Famous 9 Type Reproducers bring out the full quality of today's finest recordings — vertical or lateral.
2. ***Constant Speed*** . . . Entirely new drive mechanism provides constant speed operation at $33^1/_3$ and 78 rpm — eliminates trouble from "wows" and rumble.
3. ***Rapid Acceleration*** . . . Goes from standstill to stable operating speed of $33^1/_3$ rpm in one-half revolution.
4. ***Vibration-free***... Mechanical filters isolate turntable from vibration in motor, driving mechanism and cabinet.
5. ***Electrical Speed Change*** . . . New *electrical* method of changing speed eliminates clash-gears or planetary ball devices — permits quick speed change while turntable is running.

The 1304 Type Reproducer Sets will be in production during this year. For full details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Distributed by GraybaR
OFFICES IN 92 PRINCIPAL CITIES

— QUALITY COUNTS —

AMERICAN DEFENSE and World War II medals worn by this group of ABC employes, all Navy veterans, were awarded by Comdr. William T. Vrooman, USNR, of the Navy Recruiting Service, at ceremonies at network's headquarters in New York on Aug. 7. Standing (l to r): Alan Koenig, Kirby Chandler and Gene Homan, all in office management; John McDermott and Anthony Cusumano, traffic; Rodney Chipp, engineering; James L. Middlebrooks, chief facilities engineer; George Fisher Jr., engineering; Sheldon Van Dolen, presentations, and John J. Sparkowski, building and maintenance. Seated (l to r): Jack Webb, news; Bud Hayes and John Gambarani, office management; Virginia Walker, network sales; Joseph Recouso, controller's office; Kent Paterson, account executive, and Ernest Lee Jahncke, manager of network's Station Relations Dept., Eastern Division.

TELEVISION CARAVAN IS SUCCESS IN DALLAS

OVERFLOW audiences of up to 1600 persons were reported at each performance of the RCA Victor-Allied Stores Television Caravan at the Titche-Goettinger Co. store in Dallas, Tex., Aug. 19-22.

John Wilson of KIXL Dallas moved his *John Q. Public* show to the television studio for each of the morning telecasts. Bill Boyd of WRR Dallas appeared for two afternoon shows. John Sewell, the store's television coordinator, reported, "We knew the show was good from the wonderful reports we had received but it exceeded our fondest expectations both in entertainment value and the store traffic it drew."

Earlier, the caravan had made its 13th stop on Aug. 13 at Joske's of San Antonio, Tex., and as far as the television audience was concerned the double 13 proved lucky. After seeing the program, people most often asked . . . "When will we have a television station in Texas?"

Advance publicity consisting of complete newspaper and radio coverage preceded the arrival of the caravan and on Aug. 11 a motorcycle police escort met the caravan at the outskirts of San Antonio and led it through the city. Three shows were televised daily Wednesday through Friday, and two shows were done on Saturday.

RWG-CBS Sign Pact

RADIO WRITERS GUILD has concluded two year pact covering newswriters with CBS Hollywood. New agreement, retroactive to July 22, 1947, grants raises in two categories for senior and junior writers. Raises are as follows: seniors, first year, $73 and $83 thereafter; juniors, first year, $41 and $52.75 thereafter. Contract may be reopened after one year if cost of living index rises 12.5%.

Bomb's Rush

AS SOON as Dave Henley, man-on-the-street for WDAY Fargo, N. D., broke open the wooden crate addressed to him the other day, a studio technician yelled, "Take it away, it's a bomb!" He saw part of the battery-like contraption. The police gingerly wrapped the "thing" in blankets and took it to a secluded river bank where they shot four bullet holes into it. Nothing happened. On close examination it proved to be a mechanism consisting of a burned-out light bulb, broken olive jar (no olives), aluminum foil and several other odds and ends. The cylinder was labeled "Experimental noise eliminator—not to be used except on dead B batteries." It was said to be helpful in sidewalk broadcasting.

KHON Tests of New 5-kw Transmitter Are Started

KHON Honolulu has started operating its 5-kw transmitter, authorized April 30 by the FCC. The station shifts from 1400 to 1380 kc with the increase from 250 w to 5 kw.

KHON has named John Blair & Co. as national representative, according to Ralph M. Fitkin, president. The station, along with others in the Aloha Network [BROADCASTING, Feb. 10] is a Mutual and Don Lee affiliate. KHON is managed by Webley Edwards, with Ira Mercer as chief engineer.

KIPA, fourth station in Aloha Network, began tests Aug. 19 on 1110 kc with 1 kw power and hoped to be in full operation by early September. Manager of KIPA is Al Green, former manager of KHBC Hilo. Other stations in the network are KTOH Island of Kauai and KMVI Island of Maui.

HUFFMAN AGAIN HEADS WISCONSIN NETWORK

WISCONSIN NETWORK Inc. stockholders reelected William F. Huffman, owner of WFHR Wisconsin Rapids, president for his seventh successive term and accepted WJPG Green Bay as a member at their annual meeting Aug. 19 at Lake Geneva. WJPG plans to start this fall in affiliation with WJPG-FM, the *Green Bay Press-Gazette's* FM outlet already on the air [BROADCASTING, Aug. 18].

Mr. Huffman

In addition to being reelected president, Mr. Huffman, who is also publisher of the *Daily Tribune* at Wisconsin Rapids, was renamed treasurer. Other reelected officers are A. Matt Werner, WHBL Sheboygan, vice president, and G. E. Seeman, vice president and managing director. John Walter, WJPG-FM, was elected secretary.

Plans for broadcasting U. of Wisconsin football games and other programs of statewide interest were discussed. Host at the meeting was Sidney Bliss, WCLO Janesville, who entertained the group at his summer home on Lake Geneva.

Affiliates of the Wisconsin Network, which maintain offices in Wisconsin Rapids, are: WHER, WHBL, WCLO, WJPG, WIBU Poynette-Madison, KFIZ Fond du Lac, WHBY Appleton and WSAU Wausau.

Pulse Indicates Drop In City Sets in Use

Stations Carrying Baseball Run Counter to Trend

SETS IN USE in New York, Philadelphia, Boston and Chicago dropped an average of 3.2 per quarter hour from May-June to July-August, The Pulse Inc., New York, reported last week.

At the same time, The Pulse noted a "summer slump" in program ratings generally, although it reported that stations carrying baseball were counter to this trend.

Baseball Ratings High

The four-city average July-August baseball ratings were 19.6 for all games Saturday and 19.1 for Sundays, better than any "top ten" show for the same period.

Average quarter hour sets in use were Boston, 21.9; Chicago, 21.7; New York, 21.2, and Philadelphia, 20.1.

Top ten evening shows were *Mr. District Attorney* 12.7, *Inner Sanctum* 12.2, *Suspense* 11.7, *Crime Doctor* 9.6, *Big Town* 9.6, *Can You Top This* 9.5, *Crime Photographer* 9.2, *Rooftops of the City* 8.7, *Break the Bank* 8.5 and *Dr. Christian* 8.4.

Top ten daytime, five a week shows were *Breakfast Club* 6.4, *Rosemary* 6, *Big Sister* 6, *Ma Perkins* (1:15) 6, *Young Dr. Malone* 5.8, *Guiding Light* 5.8, *Helen Trent* 5.9, *Our Gal Sunday* 5.7, *Arthur Godfrey (11)* 5.5, and *My True Story* 5.1.

Top ten Saturday and Sunday daytime shows were *Stars Over Hollywood* 6.2, *Grand Central Station* 6, *Theater of Today* 5.9, *True Detective Mysteries* 5.6, *Under Arrest*, 5.1 *County Fair* 4.9, *One Man's Family* 4.9, *House of Mystery* 4.7, *Let's Pretend* 4.7, and *Abbott Mysteries* 4.3.

FIFTH ANNIVERSARY

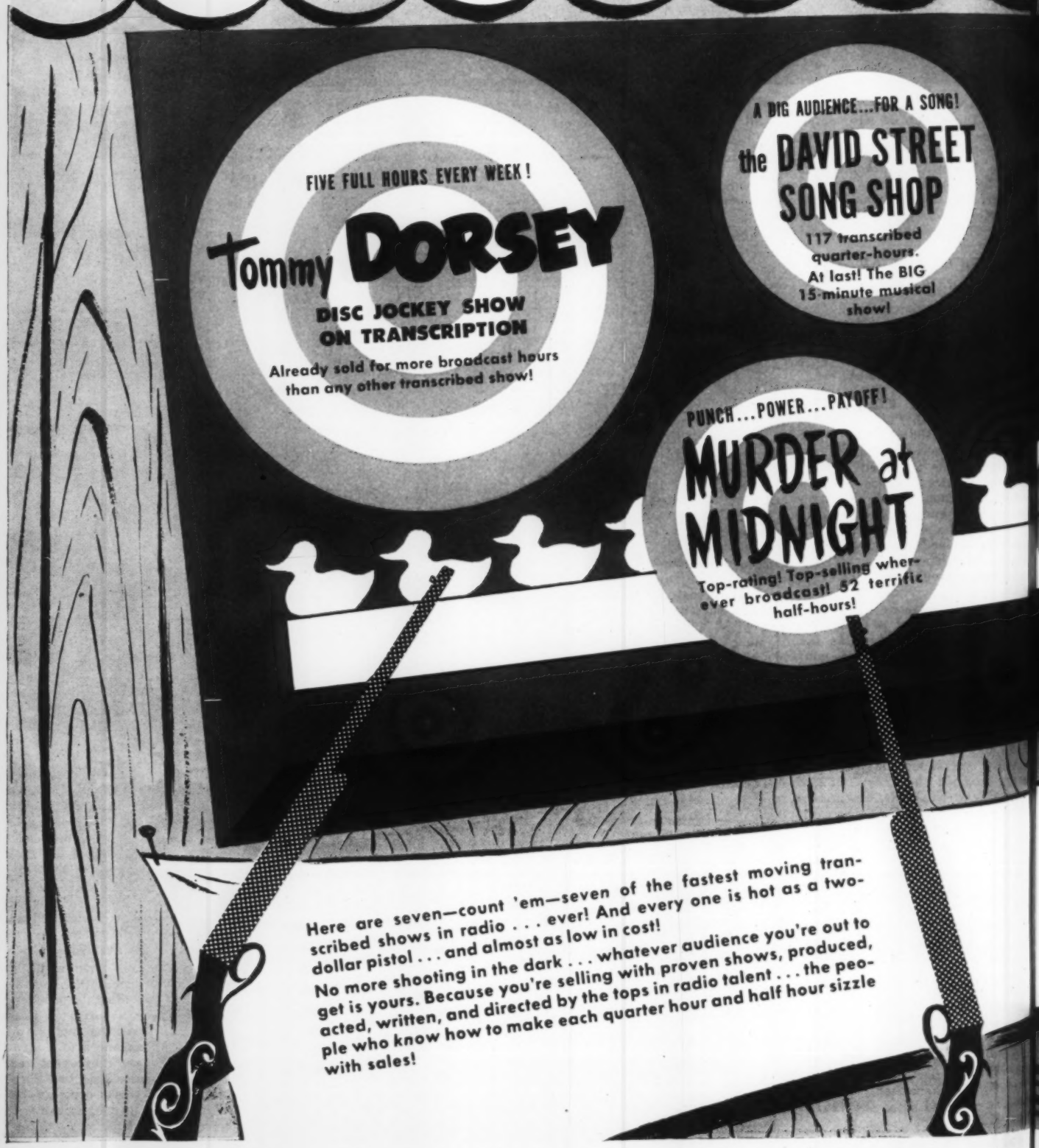
Radio City (Milwaukee) Host —To 651,213 Since Opening—

MILWAUKEE JOURNAL'S Radio City celebrated its fifth anniversary Aug. 23. During the five years 651,213 persons—more than Milwaukee's population—have visited the modern radio plant, the *Journal* management reports.

Plant was first ever designed to house all three types of broadcasting—AM (WTMJ), FM (WTMJ-FM) and television (WTMJ-TV). Television operation is scheduled to begin about Dec. 1. Television transmitter has been installed and control room equipment for the video studio has arrived.

Many stations contemplating building have visited the Journal's Radio City for ideas on construction. Last year a series of Radio City nights featuring motion pictures and appearances of *Journal* and Radio City personnel was started. Programs held two nights a week for 27 weeks drew approximately 17,500 people, according to *Journal* tabulations.

Hit big fall listening!


FIVE FULL HOURS EVERY WEEK!
Tommy DORSEY
DISC JOCKEY SHOW ON TRANSCRIPTION
Already sold for more broadcast hours than any other transcribed show!
A BIG AUDIENCE...FOR A SONG!
the DAVID STREET SONG SHOP
117 transcribed quarter-hours. At last! The BIG 15-minute musical show!
PUNCH...POWER...PAYOFF!
MURDER at MIDNIGHT
Top-rating! Top-selling wherever broadcast! 52 terrific half-hours!

Here are seven—count 'em—seven of the fastest moving transcribed shows in radio . . . ever! And every one is hot as a two-dollar pistol . . . and almost as low in cost!

No more shooting in the dark . . . whatever audience you're out to get is yours. Because you're selling with proven shows, produced, acted, written, and directed by the tops in radio talent . . . the people who know how to make each quarter hour and half hour sizzle with sales!

! IN THE COWAN GALLERY OF GREAT SHOWS, ON TRANSCRIPTION

BIG STARS!
BIG LAUGHS!...BIG SALES!

the SMITHS of Hollywood

starring Arthur Treacher, Brenda Marshall
Harry Von Zell, Jan Ford,
plus movie-star guests.

The great new half-hour transcribed comedy hit of the year!

SELL...
with the voices that sell a thousand products!

THEATRE OF FAMOUS RADIO PLAYERS

half-hours of drama, adventure and comedy.

AMERICA'S
FAMOUS FIGHTING COWBOY

RED RYDER

A sensational merchandising, selling, pick-of-the-air show now available on transcription—a proven hit!

HEARTWARMING!
RESISTIBLE! SALEABLE!

Barber Shop Harmonies

by the gaslight quartette
156 15-minute transcribed programs.

For local and regional sponsorship!

Take your choice of disc jockey, situation comedy, mystery, drama, or music. They're ready to go to work for you . . . to give each station and sponsor top local coverage.

Remember, share-the-load transcriptions keep costs comfortably light.

Get your facts today!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK: 485 Madison Ave., New York 22, N.Y. Plaza 9-3700

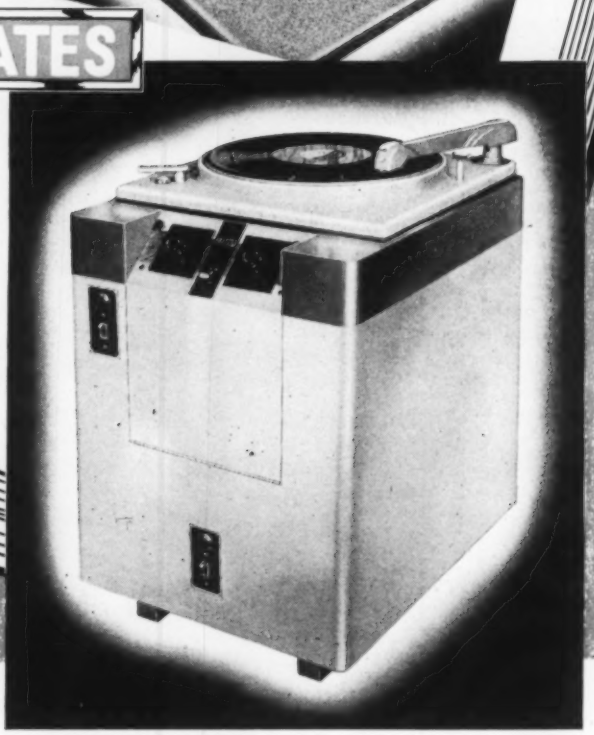
CHICAGO: 8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022

HOLLYWOOD: Guaranty Building, 6331 Hollywood Blvd. Hollywood 28, Calif., Hillside 5337

the Inside Story...

Built of the finest materials by skilled craftsmen. Designed by engineers with years of practical experience in station operation assuring you of the best.

1922—TWENTY-FIFTH ANNIVERSARY YEAR—1947



Gates transcription turntables are chosen by many stations, large and small, because they know that besides exterior style they get interior quality. Oilite bearings, broached bushings, ground and polished shafts contribute so much to the velvety smoothness throughout its long life.

Pictured here is the famous CB-11 chassis as used on the CB-10 transcription turntable,—the only master control turntable. Complete information is yours for the asking. Delivery is prompt.

BRANCHES—
Eastern Sales Office: 40 Exchange Place, New York 5
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
Canadian Sales: Canadian Marconi Company, Montreal
International distribution overseas by
Westinghouse Electric International Company,
40 Wall St., New York 5

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

FOR EVERY BROADCAST NEED — DEPEND ON GATES — *ALL WAYS*

CAB to Be Main Topic of WAB Meet

Report of Parliamentary Radio Committee Also To Be Heard

THIRTEENTH ANNUAL meeting of Western Assn. of Broadcasters starts at Minaki, Ont., Sept. 3. Deliberations will feature special western Canadian music, small markets, public relations and agency franchise problems. Main discussions will be on operations of Canadian Association of Broadcasters as regards selling the medium, administration problems of CAB in obtaining a better flow of information from Western member stations, FM development in western Canada, and report on work of Parliamentary Radio Committee delegates. Parliamentary Radio Committee was still in session when CAB annual meeting was held at Jasper early in June.

WAB meeting will be presided over by Bert Cairns, WAB president, and manager of CFAC Calgary. Good attendance is expected at this first WAB meet so far east. Among those having advance registrations at Minaki Lodge are:

Jim Allard, CAB Ottawa; Miss D. Atkinson, CFRN Edmonton; Eric Aylen, CJAT Trail, B. C.

A. J. Balfour, CFGP Grande Prairie, Alta.; J. O. Blick, CJOB Winnipeg; Sid Boyling, CHAB Moose Jaw, Sask.; George Brown, CJOC Lethbridge, Alta.; J. W. Browne, CKOV Kelowna, B. C.

Bert Cairns, CFAC Calgary; R. Campbell, J. Walter Thompson Co., Toronto; W. E. Carpentier, CKY Winnipeg; George Chandler, CJOR Vancouver; M. V. Chestnut, CJVI Victoria, B. C.; Hal Crittenden, CKCK Regina, Sask.

H. S. Dawson, CAB Toronto; W. A. Duffield, CKY Winnipeg; Miss Doreen Dunlop, Young & Rubicam, Toronto.

C. B. Edwards, Press News, Toronto; M. M. Elliott, Canadian Marconi Co., Montreal.

W. C. Fisher, RCA Victor Co., Winnipeg.

G. Gaetz, CKRC Winnipeg; A. L. Carside, CJGX Yorkton, Sask.; P. H. Gaynor, All-Canada Radio Facilities, Winnipeg; Wm. Guild, CJOC Lethbridge, Alta.

Gordon Henry, CJCA Edmonton; John Hunt, CKMO Vancouver; Leo Hutton, Canadian National Telegraphs, Ottawa.

Bob Keyserling, British United Press, Montreal.

Gordon Love, CFCN Calgary; Jim Love, CFCN Calgary.

Don MacKay, CJCJ Calgary; Bryan Meredith, United Nations, Radio Liaison, New York; Paul Molloy, British United Press, Winnipeg; A. A. Murphy, CFQC Saskatoon; Andy McDermott, H. N. Stovin & Co., Toronto; J. G. McLaren, CFKI Fort Frances, Ont.; W. H. McLellan, CFKI Fort Frances, Ont.; E. McPherson, Stewart-Lovick & McPherson, Winnipeg.

B. Perle, CKRM Regina.

E. A. Rawlinson, CKBI Prince Albert, Sask.; Dick Rice, CFRN Edmonton.

A. G. Seabrook, CKCK Regina; G. D. Scott, CAB Toronto; Jack Slatter, Radio Representatives Ltd., Toronto; W. F. Souch, Canadian Marconi, Winnipeg; W. Speers, SKRM Regina, Sask.; Jack Sweeney, British United Press, Toronto; Ralph Snelgrove, CFOS Owen Sound, Ont.

C. E. Tremblay, Canadian Marconi Co., Winnipeg; Gerry Tonkin, CJRL Kenora, Ont.

SCOUTS AWARD

WFIL Plans Recognition Of Outstanding Deeds

OUTSTANDING feats of service by Philadelphia's Boy Scouts will be recognized by special citations presented by WFIL, Roger W. Clipp, general manager, has announced. WFIL will present 12 monthly awards and a yearly grand award for a Scout's service "to another individual, to his community, to the nation, or to any worthy undertaking that is designed to aid his fellow citizens in keeping with the Scout Oath and Law."

Monthly award will be framed citations for both the Scout and his unit, both of which will be presented on a special WFIL broadcast. Year's winner will receive a watch, a tour of WFIL radio and television studios and a group party at an outstanding sports or entertainment event.

Winner will be selected each month from all nominations submitted by another Scout or a private citizen. Final judging will be done by a special selections committee. First monthly award will be given in October to the Scout selected for September. First annual award will be presented during Boy Scout Week in February 1948.

Networks-RWG Meet

REPRESENTATIVES of the four major networks are scheduled to meet in New York on Wednesday, Sept. 3, to resume contract negotiations with the Radio Writers Guild. The networks are expected to submit their counter-proposals to the RWG terms, on which no agreement has yet been reached. Foremost of RWG demands involves authors rights to original script material.

Unexpected Voice

VOICE OF A BABY only a few minutes old was heard on KTUL Tulsa's *Expectant Fathers' Show* (Mon.-Fri., 1 p.m.) on Aug. 14 while the baby's father, Gene Mathey, 32-year-old Tulsa machinist, was being interviewed by Cal Tinney, originator of the show and editor of the *Broken Arrow* (Okla.) *Ledger*. Shortly after Bert Kennard, m.c. of the show, had interrupted the interview to announce that Mr. Mathey had just become the father of a girl, a nurse brought the new Miss Mathey to the microphone for a brief squawk. Program was broadcast from Tulsa's Hillcrest Lying-in Hospital.

Yes, WBIG-FM soon!

We're BIG

in the eyes of the educators for nearly a dozen educational institutions in our area use our facilities.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

Coast Regional Sales Outlook Bright

Population Rise Makes Area a Lucrative Reservoir

REGIONAL sales look healthy to the four networks viewing for radio's share of the western advertising dollar.

Competition among advertised products has induced some of the spending. New distributors recognize their only hope for marketing survival lies in advertising. Market-wise, the Pacific Coast represents a lucrative sales reservoir as a result of population growth.

The sales stories of the networks vary, but each looks forward to a healthy fall and winter. ABC is emphasizing improved coverage through acquisition of additional affiliates as well as increased power of established stations. Numerically this means addition of 23 stations and increased power for six facilities.

CBS represents its position as through "primary coverage in every one of the major Pacific Coast distributing centers," which in turn are the vital markets accounting for major part of West Coast sales.

Don Lee Broadcasting System stands on the delivery of "inside and outside coverage," contending that its listeners are outside metropolitan areas as well as within.

NBC's Promotion

NBC Western Division takes as its chief selling point the fact that it is "America's number one network," and in addition it claims the majority of listeners wherever they live.

ABC is enjoying the regional prestige which has stemmed from the S.R.O. sign hanging on its transcontinental daytime operations. With further improvement in sight for its nighttime schedules, sales are expected to be bolstered on the regional plane. Some new regional business has been acquired, but the network's progress has been slow by contrast rather than in actuality.

CBS gross billings for the first six months of 1947 have matched the comparable period of the previous year for its Pacific operations. Among new business, a noteworthy factor has been the entry into regional radio of nationally advertised firms seeking to court the enlarged western market. Examples include Miles California Co. and the Pepsodent Division of Lever Bros.

From CBS experience, sponsors seem to be buying more stations and increased business placement appears to be originating on West Coast with 75% of time sold on CPN coming from Hollywood and San Francisco. However, some of the regional picture will not take focus until full network business has been ascertained.

The owned operation of KNX Hollywood is 33% ahead of last year. Spot-wise, KNX is 18-20% ahead of last year.

OUTLOOK FOR RADIO in the regional sales field on the West Coast is bright, according to network sales executives, who regard the Pacific states as a lucrative reservoir because of increased population. At the same time, the executives indicate, there is a recognition of increased competition with the result that new distributors must advertise if they hope to survive. The West Coast regional sales picture is presented in the accompanying article.

Big Year for Don Lee

Don Lee Broadcasting System has climaxed one of its best business years, according to sales reports, with acquisition of more than $1,000,000 in regional billings during summer.

KHJ, its owned Los Angeles outlet, has enjoyed a sellout in spot announcement field from fall of 1943 until June 1947 when first availability appeared. A comparable situation is expected to prevail in fall as result of newsprint shortages.

NBC regionally is sold out save for one quarter-hour time availability which is expected to be gone by fall. Minimum regional time is available on this network as result of heavy business on transcontinental network.

Specifically, the network sales heads view the fall as follows:

Frank Samuels, ABC Western Division sales manager: "Regionally, as well as nationally, business looks better than at any time in the network's history. Manufacturers and retailers already have begun to feel the pressure of products not widely advertised and known by the purchasing public. Increased prices of merchandise in a large number of manufacturing lines plus a gradual dwindling in war savings of the consuming public has given consumers a new impetus to buy only those products which are known and acceptable to them because of their familiarity through advertising media."

Wayne Steffner, CBS Western Division sales manager: "In recent months, many advertisers who have been former long-term users of other media have been discussing West Coast regional radio with us. This, together with renewals of old accounts and the rapidly increasing commercial development of the West, leads us to the opinion that our West Coast

(*Continued on page 48*)

WHAT A *Bargain!*

Retail sales in the Nashville market area have been increasing 100% a year—1000% from 1935 to 1945.* No wonder we call this a bargain territory! Check the market data for Nashville's retail trade area—you'll be surprised at the sales potential. And you can share in retail sales of more than 356 million dollars yearly. So, reach your share of the prospects, at reasonable cost, while they are tuned to favorite network shows broadcast over WSIX.

* Tenn. State Planning Board report.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN • MUTUAL

5,000 WATTS • 980 KC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by **THE KATZ AGENCY, Inc.**

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

Evelyn Sibley Lampman • *Educational Director*

KGW subscribes to the wisdom of the old proverb, "As the twig is bent the tree's inclined." Working through Portland schools, with broadcasts direct to classrooms, KGW for 14 years has supplemented regular grammar school courses of study with dramatized scripts. Evelyn Lampman is well qualified to direct this important phase of KGW's public-interest work. Mother of two school-age children, whom she calls her "guinea pigs", and with a radio writing background extending from 1929, Evelyn recently has added to her laurels by authoring a children's book scheduled for early publication by Doubleday and Company. Inc. For three consecutive years she has placed in the top ten of the Dr. Christian Awards, with her plays broadcast on a transcontinental network. During 1947-48 Evelyn will serve as radio chairman of the Portland chapter of the Oregon Parent-Teachers Congress. Such well-rounded program policies, backed by such ability, have established KGW irrefutably as "one of the great stations of the nation."

Next Week
GEORGE MOORAD
KGW News Analyst

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Caribbean Commission Plans Broadcast Series

RADIO DIRECTORS of seven Caribbean islands attended the Caribbean Commission Broadcasting Conference at Port of Spain, Trinidad last month and completed plans for *Caribbean Review*, a series of broadcasts commencing Sept. 6.

Those in attendance were Denis Glick, Jamaica; J. M. Laing, Barbados; A. A. Gagan, British Guiana; E. R. Weeseels, Dutch Guiana; M. Villeneuve, Martinique; Harwood Hull Jr., Puerto Rico; William MacLurg, Trinidad; G. DeFreitas, Trinidad, and A. F. Raymond, information officer representing the Trinidad government. Henri de Mauduit, deputy secretary general of the Commission, presided and D. F. Greening of the Secretariat was translator.

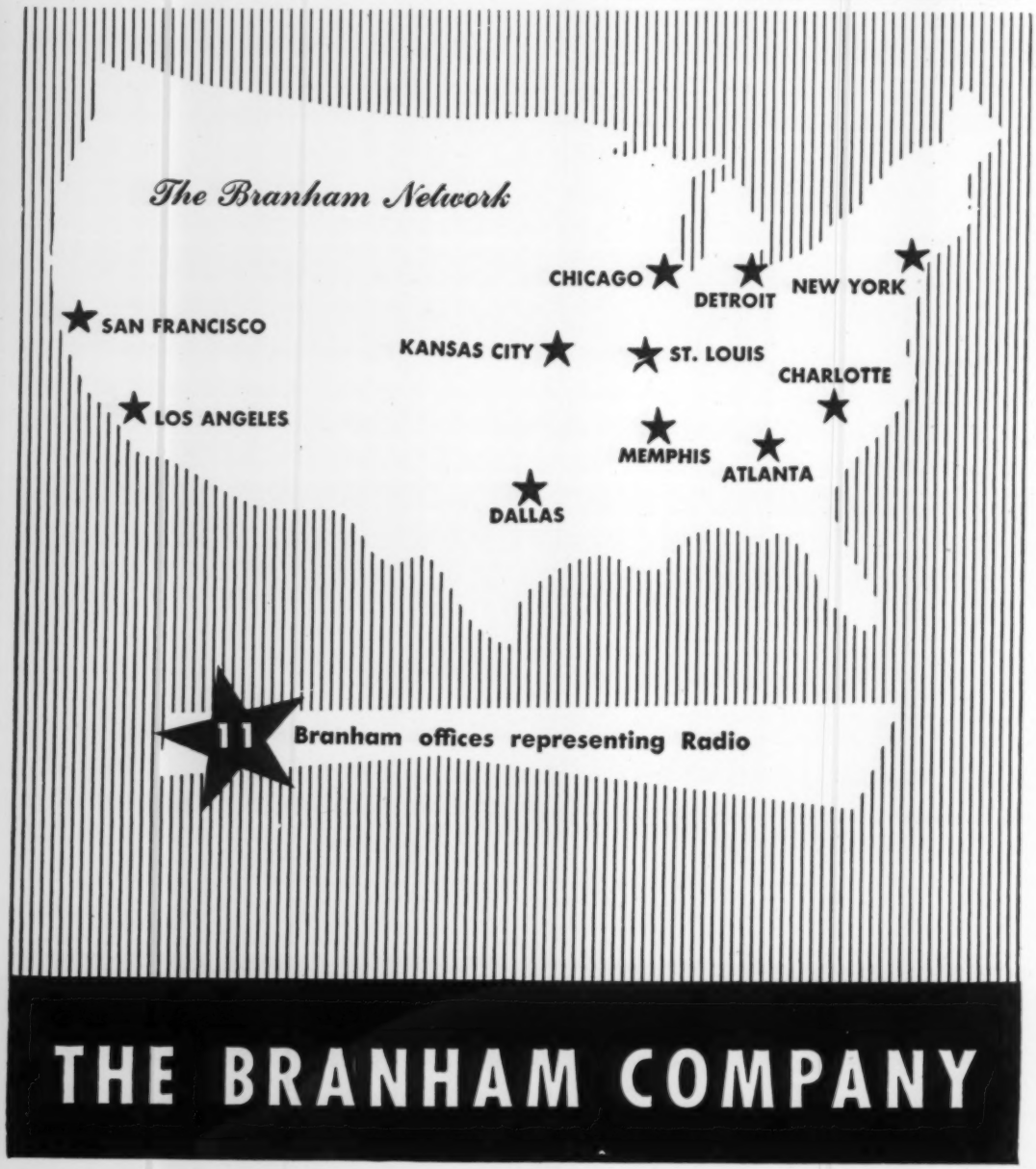
RADIO SUPPORTS FREEDOM DRIVE

Ad Council Launches 'Heritage Campaign' Stressing Civil Liberties

NEW PROJECT entitled "The American Heritage Campaign" is being launched by The Advertising Council in connection with Freedom Train which will tour some 300 cities of the country beginning Sept. 17. Designed to "raise the active level of citizenship in the United States," campaign will be handled through facilities contributed by American business through the Council with costs to be paid on a community contribution basis.

Tremendous radio support is being planned by three radio committees headed by William Lewis, radio director of Kenyon & Eckhardt, with Philip Cohen, radio director of Sullivan, Stauffer, Colwell and Bayles, as New York chairman. Chicago and Hollywood chairmen are E. R. Boroff, vice president, American Broadcasting Co., Chicago, and Lewis Allen Weiss, chairman of the board, Mutual Broadcasting System, and vice president, Don Lee Broadcasting System, respectively.

Advertisements featured will stress civil liberties and use a torch as campaign symbol and slogan "Freedom is Everybody's Job." Space will be provided for messages by advertising sponsors mentioned by name. American Heritage Foundation is cooperating with council in campaign which will include radio, in addition to newspapers, magazines, billboards, and other media.



NBC BOOKLET EXPLAINS STAND ON WHITE BILL

COPIES of a booklet containing the statement Niles Trammell, president of NBC, made concerning the White Bill before a Senate subcommittee on June 23, 1947, were sent to NBC owned and operated stations, top government officials, leaders throughout the country in business, labor, religion and education, the press, trade and welfare organizations as well as NBC clients and agencies.

Mr. Trammell said in a note sent with the booklet that although "congressional action on the White Bill to amend the Communications Act of 1934 has been postponed . . . radio legislation, however, is likely to recur, together with at least some of the controversial issues which were raised by the proposed law" and that the attached booklet represented NBC's viewpoint on those issues.

In addition to Mr. Trammell's statement the booklet contained exhibits submitted such as table of NBC stations and daily newspapers in NBC network station cities, a short background of NBC reporters, commentators, and editorial supervisors at home and abroad and a table of NBC evening programs.

Lowman Elected Director Of TBA; Succeeds Vogel

LAWRENCE W. LOWMAN, CBS vice president in charge of television, has been elected a director of the Television Broadcasters Assn. Inc., the TBA announced last week. Mr. Lowman will fill the unexpired term of Ernest H. Vogel, whose resignation from the Farnsworth Television & Radio Corp. also caused a vacancy on the TBA board.

Mr. Lowman

Mr. Lowman joined CBS as traffic manager in 1927, and in 1938 CBS named him vice president in charge of network operations. He was granted leave from the network in June 1942, to become chief of the communications branch of the Office of Strategic Services.

CBC Bans Liquor Ads

NO LIQUOR OR BEER advertising by radio will be allowed in Ontario for the time being, according to the CBC station relations department. This decision follows that of the Ontario Liquor Commissioner, whose recent ruling on allowing institutional liquor advertising does not cover radio. Institutional liquor advertising is allowed with limitations in publications, on billboards and streetcars, but the Ontario official has ruled that none will be allowed on radio at present.

No. 6 of a series*...
Indonese Ask U. S. For Aid
Pharant Takes Fourth At Bel Air
BALTIMORE NEWS-POST
Md. Police Charge Sailor
In Navy Wife's Slaying
Krug Tells Of Hughes Contract
Indonese Head Asks Truman Aid In Halting War
Bill To Cut Tax On Low Incomes
Woman Found In River May Have Been Slain On Ship; Captain Shot Dead
Television
WBAL-TV
Television Station of
WBAL-Hearst Radio, Inc.

WBAL's "New World of Tomorrow" studios will be ready for experimental programming by September with regular broadcasts in November. Advertising agencies and independent producers will be permitted to experiment with the equipment and with their own program ideas in these studios.

WITH LEADING STATIONS... IT'S TELEVISION BY RCA

HERE'S still another important station getting ready to bring television to a metropolitan area. By November 1st, Station WBAL-TV—affiliated with the *Baltimore News-Post*—plans to serve the Baltimore area with a picture signal power of more than 30,000 watts. Everything nee led to put this station on the air is now in production by RCA... when delivered, it will give WBAL-TV one of the most comprehensive television layouts of the year.

Like most television stations now being constructed, WBAL-TV will use RCA's efficient 5,000-watt transmitter . . . feeding an RCA Super Turnstile antenna which boosts the total radiated video power to 32,600 watts.

WBAL-TV will also use RCA's "television studio on wheels," capable of moving swiftly to points where news is being made . . . of picking up and monitoring all such events as they take place. A portable microwave radio relay will link the mobile unit with the station transmitter... provide practically unlimited freedom of movement around the Baltimore area.

Studio equipment will be similarly complete. In addition to the customary cameras and monitoring equipment, WBAL-TV will have two RCA television-type motion picture projectors and a film camera for the presentation of station breaks, commercials, and standard film programs. RCA switching and control equipment will help simplify and co-ordinate programming techniques . . . assure bright, steady, crystal-clear pictures at all times.

Everything needed to get a television station . . . *your* station . . . into regular operation is now in quantity production at RCA. Let us know your plans *now* to assure early delivery of equipment. Write Dept. 18-I.

*Already announced: St. Louis Post-Dispatch, The Milwaukee Journal, The "Washington" Evening Star, The Philadelphia Inquirer, and the Buffalo Evening News.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

KOBAK SCORES MacPHAIL OPPOSITION TO VIDEO

EDGAR KOBAK, president of MBS, last week deprecated published reports that Larry MacPhail, president of the New York Yankees, is opposed to televising the coming World Series, and pointed out that the ultimate decision in the matter rests with A. B. "Happy" Chandler, baseball commissioner, rather than with Mr. MacPhail.

The latter was quoted earlier in the week as saying he felt there was "a definite possibility" that video coverage "may hurt attendance" at the series, but he conceded that conversely "it may promote baseball a great deal."

Mr. Kobak explained that Mutual has a middleman's role in the matter . . . the Gillette Safety Razor Co. has bought the rights to the series broadcasts over MBS. The video rights to the baseball classic, if Mr. Chandler decides to permit their sale, must be bought through Mutual, which has "first refusal" on them.

CBS PRESS LUNCHEON at New York's Waldorf-Astoria fortnight ago honored Joseph C. Harsch, (second from l) network's news analyst who recently returned from a 10-week tour of European capitals. Pictured here, l to r: Davidson Taylor, vice president and director public affairs; Mr. Harsch; Wells Church, director of news broadcasts, and Hubbell Robinson Jr., newly appointed vice president and director of programs.

WLAW Lawrence, Mass. was featured in an article titled "WLAW—A New Top-Power Voice from New England," in July issue of Western Electric Oscillator magazine.

Thrifty Choice

Richer Profits in Richer Norfolk Market . . . WTAR Speeds Up Sales at Lowest Listener Cost - - Here's How:

MORE CUSTOMERS, with more buying dollars, are ready for you in the Norfolk Market—NOW—than in 1946, or 1945, or 1944. (Sales Mgt's Survey of Buying Power, 1947 through 1944)

WTAR again TOPS the nation in AUDIENCE DELIVERY, with the highest ratings of **any** station in **any** Hooper city on 6 of the 15 top night-time shows; delivering 124.1 Hooper points in excess of national ratings on 10 of the top 15. (The Billboard's Continuing Program Study of Bonus Audience Stations, May 31, 1947) "Sensational!"—says The Billboard.

Operator, WTAR-FM on 93.1 frequency

MORE LISTENING customers, the clock around, to local and national programs than all other Norfolk Market stations combined, with listening to outside stations practically nil. (Hooper CM, Fall-Winter, '46-'47)

Let WTAR be your partner for THRIFTY SELLING . . .

NBC AFFILIATE
5,000 Watts
Day and Night

National Representatives: Edward Petry & Co.

NORFOLK VIRGINIA

WTAR

PHILCO TV PROMOTION
Gough Industries Will Spend $20,000 on KTLA

TIMED to coinside with arrival of Philco Video sets in Los Angeles area, Gough Industries, distributors there, have contracted for telecast time estimated at more than $20,000 on KTLA, Paramount television station, starting in September. Deal was set between James Kerwin, Gough vice president; John Parsons, West Coast Philco merchandising manager, and Klaus Landesberg, station director.

To date RCA has been only active set maker in area. With announced Philco plans, it appears that RCA will withdraw for present, allowing latter to carry promotional ball of daytime programming as dealer aid.

Gough Industries has contracted for two hours of daytime programming six days weekly on 26 week contract. First hour will consist of test slides and recorded music aimed directly at dealers; second hour will be divided equally into women's and children's interest segments. Twice weekly this period will be utilized to telecast baseball from Wrigley Field, when Los Angeles Angels are playing at home.

Football With Philco starting Sept. 14 will commence on KTLA in twice weekly 15-minute format giving results Saturdays and predictions on Sundays. Contract calls for 13 weeks. When hockey season of Los Angeles Monarchs begins in October firm will assume sponsorship of all Saturday night home games during course of season which extends through March.

NPFS Exhibit

NEWSPAPER Publishers Faximile Service, New York, and WAAT Newark, N. J., will maintain a three-man editorial and art staff at the NAB convention in Atlantic City beginning Sept. 15 to supervise a complete exhibit of home console facsimile recorders, studio monitors display recorders and studio scanning equipment. WAAT program schedules will illustrate the display and bulletin type of program especially suited to public demonstration. WAAT's FM affiliate WAAW will inaugurate regular facsimile service this fall.

Announces Policy

FULL COMPLIANCE with provisions of the Taft-Hartley Labor Law was reported last week as the policy of the National Assn. of Broadcast Engineers and Technicians. Announcement was made by Allen T. Powley, president of the union. Mr. Powley stated that all locals had filed affidavits with the U. S. Dept. of Labor, asserting that no communists held offices in the union and offering full financial statements.

a big audience... for a SONG!

the David Street Song Shop ON TRANSCRIPTION

117 quarter hours for local and regional sponsorship

You can count on the counter of THE DAVID STREET SONG SHOP for fast-moving sales! David Street is the new romantic singing star who made an instant hit on the *Old Gold* and *Sealtest* shows over NBC. He's an outstanding recording artist . . . the singer Twentieth Century-Fox is grooming for top billing in every theatre in the country. (You've heard him in Bing Crosby's "Going My Way.")

There's more! Lucille Norman, bright new NBC star, adds her voice to this wonderful 15 minutes of music. Hear familiar tones? It's the Mello-Larks, the vocalists whose styling made them famous with Tex Beneke and his Glenn Miller Orchestra. Orchestra Magazine rates them the singing group of 1947. Another find is the sparkling background music of Gene Plummer and his men.

Yes, here's the kind of musical show that makes your customers say, "I'll buy it!" It's easy listening all the way. So get your facts today on this high-quality, low-cost program. THE DAVID STREET SONG SHOP brings the shoppers to you!

at last! the BIG 15-minute song show! from **LOUIS G. COWAN, INC.**

NEW YORK: 485 Madison Ave., New York 22, N.Y. Plaza 9-3700

HOLLYWOOD: Guaranty Building, 6331 Hollywood Blvd. Hollywood 28, Calif Hillside 5337

CHICAGO: 8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

Three Networks Name Representatives For NAB's Atlantic City Convention

MBS, NBC & CBS have listed network executives who will attend the NAB convention to be held Sept. 15-18 in Atlantic City, N. J. They are, for MBS, Edgar Kobak, president; Robert D. Swezey, vice president and general manager; E. P. H. James, vice president in charge of advertising, promotion and research; Robert D. Schmid, vice president in charge of station relations; Jess Barnes, vice president in charge of sales; Phillips Carlin, vice president in charge of programs; A. A. Schechter, vice president in charge of news, special events and press; Charles Godwin, director of station relations; Norman Knight, Robert Carpenter, Don Ioset, James Mahoney, station relations department; Earl Johnson, director of engineering, and Francis X. Zuzulo, assistant director of press.

NBC executives, together with representatives of managed and owned stations and the Central and Western divisions attending the convention, are Brig. Gen. David Sarnoff, president and chairman of the board, RCA, and chairman of the board, NBC; Niles Trammell, president; Frank E. Mullen, executive vice president; William S. Hedges, vice president in charge of planning and development; Ken R. Dyke, administrative vice president in charge of program continuity acceptance and public service department; John F. Royal, vice president in charge of television; O. B. Hanson, vice president and chief engineer; Sidney N. Strotz, vice president in charge of the Western Division; Frank M. Russell, vice president in charge of the Washington office; I. E. Showerman, vice president in charge of the Central Division; James M. Gaines, manager of owned and operated stations; Hugh M. Beville, Jr., director of research; James V. McConnell, manager of national spot sales; Willis B. Parsons, manager of Thesaurus and syndicated sales; Easton C. Woolley, director of the stations departments; Sheldon B. Hickox, Jr., manager of the stations relations department.

From NBC Stations

Vernon H. Pribble, manager of WTAM Cleveland; Carleton D. Smith, manager, WRC Washington; John W. Elwood, manager, KPO San Francisco; Lloyd E. Yoder, manager, KOA Denver; A. W. Kaney, manager of the Central Division station relations department; Jennings Pierce, manager of the Western Division public service and stations relations departments; John De Russy, assistant manager of national spot sales, and Sydney H. Eiges, manager of the press department.

CBS executives to be present at the NAB convention are: Frank Stanton, president; Joseph H. Ream, executive vice president; Herbert V. Akerberg, vice president in charge of station relations; Julius F. Brauner, secretary and general attorney; Ed Buckalew, CBS Western Division manager of station relations; Carl Burkland, general manager of WTOP Washington; Wendell B. Campbell, general manager, KMOX St. Louis; Thomas D. Connolly, director of program promotion; George Crandall, director of press information; Frank Falknor, assistant general manager, WBBM Chicago; Harold H. Fellows, manager of New England operations and general manager of WEEI Boston; Earl Gammons, vice president in charge of Washington offices; William C. Gittinger, vice president in charge of sales; Gilson Gray, director of editing; Ralph Hatcher, manager of CBS co-op sales; Arthur Hull Hayes, general manager of WCBS New York; Merle Jones, general manager of WCCO Minneapolis; John J. Karol, sales manager; William Lodge, director of general engineering; Howard S. Meighan, vice president in charge of station administration; Charles E. Midgley Jr., sales service manager; William A. Schutte Jr., Eastern Division manager; J. Kelly Smith, director of station relations; Davidson Taylor, vice president and director of public affairs; D. W. Thornburgh, vice president in charge of the Western Division; Jack Van Volkenburg, general sales manager of radio sales; Frank White, vice president and treasurer; Elmo C. Wilson, director of research; Adrian Murphy, vice president, and Lawrence W. Lowman, vice president.

Full Coverage

NBC's NEWS and special events department disclosed last week that six of the network's commentators will originate broadcasts from the NAB convention site in Atlantic City on Friday, Sept. 12 and Saturday, Sept. 13. They are Robert McCormick, Morgan Beatty, Richard Harkness, John Cameron Swayze, Henry Cassidy and W. W. Chaplin.

Philco Sales Rise

SECOND QUARTER sales of Philco Corp. rose to $57,754,000 against $50,187,000 in the first period and $22,861,000 in the second 1946 quarter. Company reported that it had reduced its bank loans from $9,000,000 on April 30 to $3,000,000 currently.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

CBS AFFILIATE

15 QUARTER HOUR BROADCASTS FROM SIOUX EMPIRE FAIR, FOR UNITED TRACTOR & EQUIPMENT CO. OF SIOUX FALLS. DISTRIBUTORS OF FORD FARM EQUIPMENT IN 53 SOUTH DAKOTA AND MINNESOTA COUNTIES.

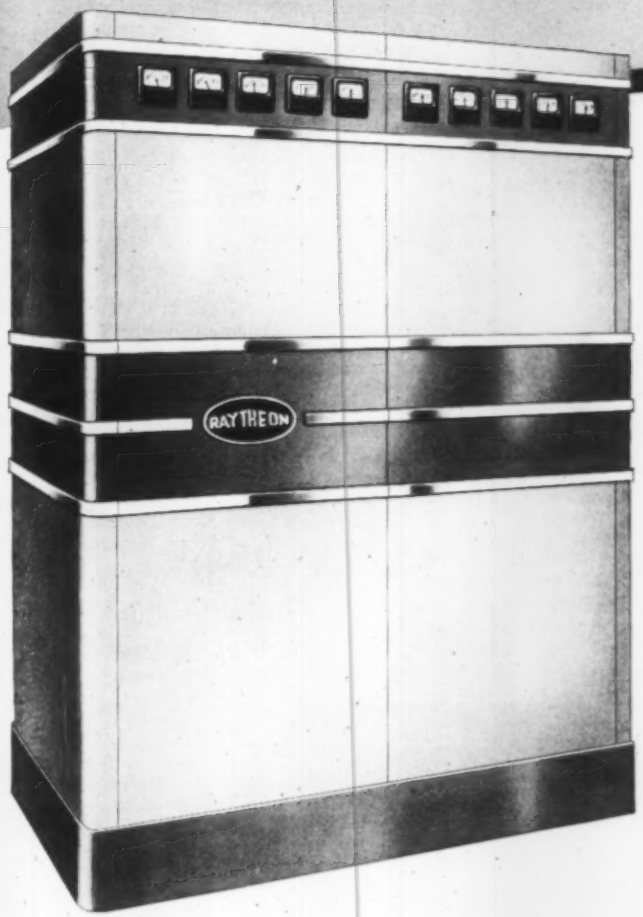
Consider—then Contact

JOHN E. PEARSON CO.

The *BEST* method of modulating . . .

RAYTHEON

Simplified Phase Shift Modulation



Radio engineers agree that the best method of Modulating is Phase Shift. Investigate FM by Raytheon and *you'll* agree that the new simplified circuiting, inherent stability, and many important improvements engineered into Raytheon equipment render older, more complicated circuits obsolete. Note the advantages offered by Raytheon FM. For detailed information, write for Bulletin DL-R-406-546.

EXCLUSIVE, GREATLY SIMPLIFIED CIRCUIT provides greater stability and efficiency.

DIRECT CRYSTAL CONTROL of mean carrier frequency provides *inherent* stability. Simple linear type tank circuits for all stages in FM band—cannot get out of tune or adjustment.

CIRCUITS COMPLETELY SHIELDED to eliminate radiation, interaction and parasitic oscillation.

INCREASED POWER readily attained, by addition of another unit. All units matched in size, styling, colors.

CONVENIENT CUBICLE SIZES of units facilitate moving through doorways and installing.

LOW FIRST COST and *low operating costs . . .* achieved by greater operating efficiency, low power consumption and long life tubes and components.

COMPLETE 1KW OR 3KW TRANSMITTER

Transmitter of either power includes exciter unit in left compartment and amplifier in right.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

Devoted to Research and Manufacturing for the Broadcasting Industry

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Chinn Declares It Can't Be Done

EDITOR, BROADCASTING:

The cartoon on page 16 of your July 28 issue shows a supersonic airplane and states: "See, it goes faster than sound, so we can go up and audition tomorrow's shows!" Unless I am mistaken it should have read: "———so we can go up and audition *yesterday's* shows!" You cannot catch up with something that has not occurred no matter how fast you go! Tsk, Tsk!

Howard A. Chinn, Chief Audio Engineer
Columbia Broadcasting System Inc.
New York
Aug. 14, 1947

Editor's Note: We are not disposed to challenge so eminent an audio engineer as Mr. Chinn. Besides our audio expert is on vacation.

* * *

Dillard Refutes Weiss' Testimony About FM

EDITOR, BROADCASTING:

I am very much interested in the testimony given by Lewis Allen Weiss before Rep. Kearns, subcommittee chairman of the House Labor Committee, with particular reference to his remarks on FM as "just another system" and "no distance covered," as reported in BROADCASTING Magazine.

I trust that this testimony will be analyzed by all who read it for exactly what it is worth, since the implications of the testimony are inconsistent with established facts.

Quoting Mr. Weiss, "Without live music FM is just another system." I respectfully disagree. On the contrary, it is a different and a *better* system whether the program is "live" or otherwise. . . .

The FM system has an inherent ability to discriminate against noise, static and co-channel interference. Nighttime coverage does not shrink to a shadow of the daytime area covered as is the case with many AM stations. The FM system provides higher fidelity standards than the existing AM structure will permit. . . . .

Again it is reported Mr. Weiss testified, "FM is a better, simpler and more economical way of transmitting sound," but not over distance. I agree with the first, disagree with the last.

If Mr. Weiss is correct, why then are many AM operators investing their funds in FM, hoping to improve the coverage of their existing AM plants, depending upon FM to provide more consistent, better coverage?

In addition to the AM limitations above given there are many inequalities in the AM licensing structure with regard to wide differentials of power, best and poorer frequencies, good and bad conductivities, daytime only and fulltime stations, that severely restrict the distance covered of a great many AM stations. . . .

FM does not have these disadvantages. It offers fulltime operation to ALL, equal coverage day and night, virtually static-free reception, maximum freedom from interference, fidelity that AM standards will not permit. Reasonably-priced FM installations will cover a radius of 55 to 65 miles—mountain top and more expensive installations will cover much greater distances. . . .

Thanks for everything.

Everett L. Dillard,
General Manager
WASH-FM Washington, D. C.
Aug. 18, 1947

* * *

Asks Networks to End Glorifying Recklessness

Editor's note: Following letter sent to Hollywood vice presidents of the four major networks by Mr. Joy.

Dear Mr. ———:

I have just come from lending what assistance I could to the victims of another automobile crash on U. S. Highway 99. It was a clear, beautiful desert morning, but very bloody and very messy out there. Cause of the accident: a playful driver.

The broadcasting industry has cooperated well to promote traffic safety. But, with the exception of the concerted drive last Christmas season here in California, we haven't accomplished very much.

I believe one of the main reasons for radio's failure to help stop the rising highway toll is a weakness in Hollywood network supervision wherein top comedians and m.c.'s are permitted to make fun of the "California driver" and the plight of the "Hollywood pedestrian." *Why* is it deemed smart to make light of that horrible situation which finds a certain type of driver intimidating and often maiming or killing others?

This is the fellow radio doesn't reach with its safety announcements and those ridiculous throw-away - over - applause - and - music pleadings by celebrities. He needs the devil beaten out of him with SHOCK treatment—not encouragement from a star seeking a higher Hooper and a shrieking audience which laughs at anything. After all, do we kid CARE and the Cancer Drive? Isn't *death and how to prevent it* common to all three?

Wouldn't it be wise to use the blue pencil on traffic jokes and unite radio in a solid drive to *kill* death on the highway?

Dick Joy,
General Manager, KCMJ
Palm Springs, Calif.
Aug. 22, 1947

* * *

'Rebuttal' to Ads For Station Staff

EDITOR, BROADCASTING

This is not in answer to any ad, this is in rebuttal to all of them. Just suppose we were interested in your new station which is advertising for one, two, three men . . . or a complete staff. This is what we would want to know about you:

How much do you and your stockholders know about radio? How much about advertising in general? What is the per capita income of this thriving community of yours and what is the general market picture?

How many radio stations are there in this vicinity, what is their frequency, power and hours of operation? With what networks are they affiliated ?

And, while we're on the subject, what network are you planning to snare (for a modest stipend, naturally)? Why? How many new stations are contemplated in your territory and how many have already filed applications? Come now, surely your ear-to-the-ground department is functioning.

What is your capital stock, and how good is your credit value as an organization?

Now for personalities. We would like pictures of you and your stockholders, and the names of three responsible citizens of your community who will recommend without reservation these men who are backing the station. No floating stockholders, hair splitters or penny-pinchers for us. And, how much return do they expect for their investment in, say, one year? Two years?

Furthermore, we would be vitally interested in the community itself . . . the climate, living conditions, maid situation, apartment availabilities, parks, swimming pools, libraries and civic projects. How wide are your streets and how do you handle traffic? How many new industries have located there since the war?

Of course, the first question is the most important. If the answer to that is of a negative, negligible quality, you're "thru," (as we say in the South). You've had it, brother, before you start. The woods are full of fresh-wiped-behind-the-ears stations owned and staffed by inexperienced incompetents and we want none of it. If we're going to give out information about ourselves, we want to know to whom . . . and why.

Kay Lee
John Harkrader
Roanoke, Va.
Aug. 13, 1947

* * *

McKim Thinks Joske Story Is Useful

EDITOR, BROADCASTING:

Please accept our sincere thanks for the article in your July 28th edition, entitled, "Radio Impact on Department Sales Heavy." We have found this detailed story of the Joske radio activity both extremely interesting and useful as sales promotion material.

We would like to obtain six extra copies of this article — reprints, if you have them, or additional copies of the magazine.

Don McKim, Promotion Manager
CKWX Vancouver, Canada
Aug. 12, 1947

* * *

Phillips Urges More Congress Broadcasts

EDITOR, BROADCASTING:

That the American public may well be ready to receive regular broadcasts of Congressional sessions was indicated to me in the response to the broadcasts of testimony given in the Howard Hughes investigation.

The question of whether to

(Continued on page 50)

LEE HART, assistant to NAB director of broadcast advertising, who addressed Hollywood Advertising Club recently, was given a pair of Arabian horses, handiwork of Southern California ceramics makers. L to r: Mark Finley, public relations director of Don Lee Broadcasting System; Robert C. Coleson, assistant to NAB president in charge of western states; Miss Hart; Jennings Pierce, NBC Western Network director of station relations and public service.

HURRY! HURRY! HURRY!

Already Sold in More Than 40 Cities

ABBOTT & COSTELLO

...But many important markets are still open for sponsorship!

IT'S A SCOOP! The American Broadcasting Company scoops the field with the *first* all-star comedy variety show ever offered on a LOCAL co-operative basis. Advertisers in markets of all sizes, located everywhere—are getting in on it. YOU can too!

More than 40 markets already sold—but plenty of cities are still available. You can buy one or as many markets as you wish (subject to prior sale). *But you must move fast!*

ABBOTT & COSTELLO, a top-notch show with a ready-made audience, is especially produced and transcribed in Hollywood and will be broadcast from there over ABC every Wednesday at 9:00-9:30 PM Eastern time, and 8:00-8:30 PM in all other time zones, beginning October 1, 1947.

WHAT A SEQUENCE! And look at this all-star program sequence—a Murderer's Row of talent and high-rating programs—to build maximum audience for your ABBOTT & COSTELLO sponsorship. *It's one of the strongest line-ups offered in radio!*

8:00-8:30 PM (Eastern)	**MAYOR OF THE TOWN** (*with Lionel Barrymore*)
8:30-9:00 PM	**VOX POP** (*with Parks Johnson and Warren Hull*)
9:00-9:30 PM	**ABBOTT & COSTELLO**
9:30-10:00 PM	**JACK PAAR** (*Lucky Strike's sensational new comedian*)
10:00-10:30 PM	**BING CROSBY**
10:30-11:00 PM	**HENRY MORGAN**

IT'S THE CHANCE OF A LIFETIME! ABBOTT & COSTELLO is one of radio's top-rating comedy shows (average Hooperating under Camel sponsorship: 17.7). *YOU can tie YOUR sales messages to this big-time variety show!* (In addition to Bud and Lou, there are vocalists and a superb chorus!) Although it costs ABC thousands of dollars each week, your costs are a mere fraction of this figure, because *you pay only for your own area*. Yet you're in a class with the biggest advertisers in radio!

DON'T DELAY! For full details, including costs in your area, contact your local ABC station or station representative *today*. For a group of markets, write, phone or wire—

CO-OPERATIVE PROGRAM DEPARTMENT

ABC American Broadcasting Company

New York, *33 West 42nd St.* Chicago, *Civic Opera Bldg.* San Francisco, *155 Montgomery St.*
Los Angeles... *1440 Highland Ave.* Detroit... *Stroh Bldg.*

KAISER - FRAZER'S SPOT DRIVE BRINGS RESULTS

ENTRY of Kaiser-Frazer Corp. into national spot radio has produced a sensational sales increase since debut four weeks ago, according to agency, Swaney-Drake & Bement, Chicago.

Using 232 stations, including all 50-kw stations except WTIC Hartford (no availabilities), agency reports increase of 10 to 20% in number of orders at all distributor points. Agency spends $100,000 monthly on Kaiser-Frazer campaign. At start of drive agency was buying morning spots but has dropped daytimers in favor of 6-11 p. m. segments whenever possible on a 3 a day—5 times weekly basis. Glenn Thornton, account executive, says he has been guided in choice of markets by BMB and is using 50% or more family coverage at all distributor points.

NBC PARADE OF STARS

Network Opens Promotion Campaign by Mailing Special Kits to Affiliate Stations

NBC will undertake a unique and self-liquidating promotion campaign to distribute 100,000 sets of colored caricatures of its stars throughout the country, it became known last week.

Under the plan the network will prepare the 100,000 sets, each containing about 50 drawings by famed caricaturist, Sam Berman, and distribute them to affiliated stations at a cost of approximately 35 cents per set. Stations may absorb the cost and distribute the cartoons for nothing or may sell them at cost to listeners either through their own sales facilities or through stores in their localities.

NBC's Parade of Stars campaign for 1947-48 was opened fortnight ago with the dispatching of these kits.

Announcement of the campaign was made by Charles P. Hammond, NBC director of advertising and promotion, at a press party at the Waldorf-Astoria, New York.

Mr. Hammond said that the objective of the campaign was "to put the most effective audience promotion possible behind the greatest shows in radio and to enable our stations to build the NBC programs to new heights of popularity on a year-round basis."

The kits, which were prepared under the direction of Roy Porteous, NBC audience promotion manager, also contain sets of newspaper advertising mats, glossy pictures and biographies of featured stars, program data sheets and press releases to be sent to local newspapers. Transcriptions for station break promotion were included for some programs.

NILES TRAMMELL, president of NBC (center) looks with approval at book of caricatures of NBC stars, part of annual Parade of Stars promotion, as Sam Berman, the artist (l) and Charles P. Hammond, NBC director of advertising and promotion, look on.

NOW—THEY LISTEN TO—

NOW! WARK

HAGERSTOWN, MARYLAND

SERVING AND SELLING

THIS IMPORTANT MARKET

FULL TIME
•
250 WATTS
•
1490 kc

AFFILIATED WITH:
AMERICAN BROADCASTING COMPANY

HAGERSTOWN:

WHOLESALE SALES: $46,314,000.00
(Maryland's Second Market)

RETAIL SALES: $41,055,000.00

EFFECTIVE BUYING POWER PER FAMILY: $5,014.00
($1,362.00 Above National Average)

STEWART W. PHILLIPS, Gen. Mgr.

Represented Nationally: Radio Advertising Company
New York • Chicago • Los Angeles • San Francisco

CBS Shift

CBS ANNOUNCED last week that the *Robert Q. Lewis Show* is being expanded from a half-hour to 45 minutes, effective Oct. 5, and will move from Saturdays at 8 p.m. to Sundays, 2-2:45 p.m., replacing the *Weekly News Review* and singer Bob Reid. Starting Oct. 7 *CBS Is There* will return to the air in the Tuesdays, 10:30-11 p.m. slot, replacing *Return Engagement*. Starting Oct. 1 *Escape* goes into the Wednesday, 10:30-11 p.m. period in place of *Doorway to Life*, which will shift to a Sunday slot to be announced later by CBS.

GE Adds Two

TWO NEW additions to General Electric's line of receivers are under construction and will reach dealers within the next 30 days, the company announced last week. Model 354, an FM-AM-radio phonograph combination priced at $325, is equipped with the Electronic Reproducer and an automatic record changer. It has eight tubes plus a rectifier tube. Model 201, the other new one, is a white plastic variation of Model 202, already on the market. The solid plastic cabinet, according to GE, will not chip. The set has five tubes, a rectifier tube and an RF stage amplifier. It sells for $37.95.

Sterling Issues Report

NET PROFIT of Sterling Drug Inc. and subsidiary companies for six months ended June 30 was $7,083,238, before deduction of preferred dividends but after Federal and foreign income taxes, according to the firm's president, James Hill, Jr. Comparable net earnings by Sterling for the corresponding period of 1946 were $7,520,661. Sterling sales for the first half of 1947 were $66,447,482, Mr. Hill announced, an increase of about 10% over $60,140,093 for the same period last year.

For the Fourth Straight Year

KMLB HAS MORE LISTENERS IN MONROE AND NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED!

1944 CONLAN SURVEY

Basic Calls	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Listening homes	2,085	3,994	2,428	7,807
Percent of Potential Audience	422	663	809	1,894
	20.2%	20.1%	33.3%	24.3%
Distribution of listening homes among stations:				
KMLB	73.7%	63.3%	53.0%	61.2%
Station A	13.0	19.9	15.8	16.6
Station B	12.8	15.2	23.3	18.1
Other	.5	1.6	7.9	4.1

Monroe, Louisiana November 3 through 9, 1944

Survey Periods: Monday through Saturday 8:00 A.M. to 10:00 P.M.; Sunday 4:00 P.M. to 10:00 P.M.

1945 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,076	3,628	2,670	8,374
Listening homes	548	869	749	2,166
Percent of Potential Audience	26.4%	24.0%	28.1%	25.9%
Distribution of listening homes among stations:				
KMLB	71.0%	64.6%	55.4%	63.1%
Station A	15.2	21.8	13.9	17.4
Station B	13.3	12.1	25.1	16.9
Other	.5	1.5	5.6	2.6

Monroe, Louisiana November 4 through 10, 1945

Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.; Sunday 12:00 noon to 10:00 P.M.

1946 CONLAN SURVEY

Basic Calls	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
	1,949	3,559	2,690	8,198
Listening Homes	348	684	931	1,963
Percent of Potential Audience	17.9%	19.2%	34.6%	23.9%
Distribution of listening homes among stations:				
KMLB	73.3%	66.1%	56.4%	62.8%
Station A	20.7%	26.3%	23.8%	24.1%
Station B	4.6%	5.3%	15.3%	9.9%
Other	1.4%	2.3%	4.5%	

Monroe, Louisiana November 24 through 30, 1946

Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.; Sunday 12:00 noon to 10:00 P.M.

1947 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	2,065	3,724	2,647	8,436
Listening Homes	399	723	855	1,977
Percent of Potential Audience	19.3%	19.4%	32.3%	23.4%
Distribution of listening homes among stations:				
KMLB	72.9%	68.0%	69.5%	65.8%
Station A	23.3%	25.3%	27.8%	26.0%
Station B	2.5%	3.9%	8.2%	5.5%
Other	1.3%	2.8%	3.5%	2.7%

Monroe, Louisiana, June 1 through June 7, 1947

Year in year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than any other station. In fact, KMLB has more listeners in this area than all other stations combined.

To reach the rich Monroe trading area, which has an annual buying power of $103,629,000, KMLB is your time-tested advertising medium.

5000 WATTS DAY . . . 1000 WATTS NIGHTS

KMLB

MONROE, LOUISIANA

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*, INC.

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

J. C. LINER, Jr., Gen. Mgr.

Zink Appointed Program Head of GE Video Outlet

AL ZINK, program supervisor of WGY Schenectady and a member of the staff since 1939, has been appointed supervisor of programs at WRGB, GE's television station, it was announced last week by G. Emerson Markham, station's television and broadcasting manager.

Concident with Mr. Zink's promotion, the company named Caleb Paine, supervisor of WGFM programs as acting successor to the post of WGY program supervisor. William Mulvey, new to radio, becomes acting supervisor of WGFM programs.

Victor H. Williams

VICTOR H. WILLIAMS, sales promotion manager of KOIL Omaha, died last Monday in Minneapolis, following an emergency appendectomy.

Sarnoff's Salary Tops Radio Executives, Treasury Reports

BRIG. GEN. DAVID SARNOFF, president and board chairman of RCA, received a $100,000 salary for the previous fiscal year to top the list of radio executives, according to an announcement last week by the Treasury Dept.

All persons who received more than $75,000 in salary, commission, bonus or other compensation for personal services are listed in the Dept.'s report.

Radio Commentator Walter Winchell received a total of $97,680.95 from the *New York Mirror* Dept. of the Hearst Corp., while Paul W. Kesten, former executive vice president of CBS, and Niles Trammell, president of NBC, were close behind with $95,784.76 and $95,408.33, respectively.

Charles E. Wilson, president of General Electric, ranked high in the electric manufacturing field with a salary of $97,750 and a bonus of $31,875 for a total of $129,625.

Others high on the list are John P. Blair of John Blair & Co., station representatives, $95,896.71; Frank M. Folsom, executive vice president of RCA, $90,000; Raymond C. Cosgrove, Crosley Division-Avco Manufacturing Corp. general manager, $89,999.92; Mark Woods, ABC president, $85,000; Chester J. LaRoche, formerly with ABC and now board chairman of La Roche & Ellis Inc., $84,375; P. W. Lennen, president of Lennen & Mitchell, $83,333.25; Richard A. Porter, vice president, Roche, Williams & Cleary Inc., $79,827.66; and George W. Bolling, formerly with John Blair and now The Bolling Co., $75,908.70.

Snappy Snapshot

RECEPTION of a television signal from WCBS-TV New York in St. Charles, Ill., 30 miles west of Chicago, was reported to the CBS New York video station last week. R. E. Nord, who received the signal on a 30-tube table model, wrote WCBS-TV that the picture came through "just as clear and distinct as if it were a good clear snapshot."

CCNY EXPLAINS RULES FOR THE 1947 AWARDS

CITY COLLEGE OF NEW YORK last week mailed to broadcasters, advertisers and agencies announcements of its 1947 National Radio Awards in recognition of the achievements of commercial radio. As in previous years, certificates of merit for the best commercial programs and for the best program, station and network promotions will be presented to the winners at the college's annual conference on radio and business, held each spring. In addition to the certificates which are awarded to competitors in a number of classes of stations, as well as networks and agencies, two plaques will be presented for the top achievement in commercial programming or promotion.

Entries in the program class are this year limited to sponsored programs. Public service sustaining broadcasts, formerly included, were eliminated on the grounds that they are singled out for honor in other award competitions, whereas the City College awards are the only ones primarily aimed at recognizing the achievements of commercial radio. Entries will be judged by the editors of radio and advertising publications.

All entries should be sent to Dr. John Gray Peatman, chairman, Committee on National Radio Awards, City College School of Business and Civic Administration, 17 Lexington Ave., New York 10, N. Y. Deadline is Jan. 31, 1948.

KAGH Opens

KAGH Pasadena, FM station owned and operated by Andrew G. Haley, Washington, D. C. radio attorney, held formal opening ceremonies on Aug. 26 with transcribed greetings from all parts of the world. Station also utilized Pasadena Civic Auditorium to introduce itself to community with live program. Greetings came from Hawaii, Ireland, Czechoslovakia and Luxembourg as well as from various well know personalities in this country.

Smoking hot proof that . . .

North Carolina Is The South's No. ① State
And WPTF Is North Carolina's No. ① Salesman!

Tobacco auction markets are now opening their 1947 selling season in North Carolina. That means millions and millions of plus dollars are now going into Tar Heel pockets. Up your WPTF schedules now to tie-in with this lush selling season.

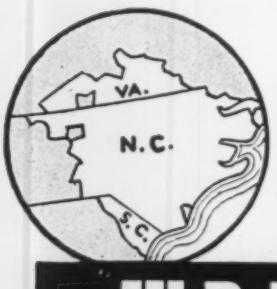
☆ ☆ ☆

Nation's Leading Tobacco States

North Carolina	$457,638,000
Kentucky	188,581,000
South Carolina	83,679,000
Virginia	75,533,000
Tennessee	60,249,000
Georgia	48,466,000
Maryland	23,085,000*
Florida	15,739,000

(Latest U. S. Marketing Figures)

*Maryland's total is for 1945 crop year



With Men Who Know Tobacco Farmers Best, It's WPTF 2 to 1!

*78 counties with 50-100% BMB penetration

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

MANAGEMENT

HAROLD P. SEE, who has been active in NBC television operations since 1936, has been appointed manager of television operations for WBAL Baltimore, which has a video station under construction now and plans to begin operations by Nov. 1. Mr. See joined NBC engineering staff in 1930, and in 1936 was transferred to engineering development staff of W2XBS, experimental predecessor of WNBT New York, NBC video station. He also served as operations supervisor of newly-opened WNBW-NBC Washington. He has been responsible for development of a number of television techniques, particularly in phase of field programming. Mr. See will assume his duties with WBAL on Sept. 15.

JAMES C. VOCALIS, program director of WLLB Carrollton, Ga., has been appointed general manager of that station, succeeding THOMAS CARR, resigned. Mr. Vocalis also has become a stockholder in the station and has been elected president of the board of directors.

Mr. Vocalis

JOHN E. BERNHARD Jr. general manager of WFOY St. Augustine, Fla., has been elected executive vice president and member of the board of directors of WFOY.

TED CHAPEAU, general manager of WJHP Jacksonville, Fla., has resigned that position, and after a vacation will join WMBR Jacksonville, as director of public relations. Mr. Chapeau formerly was with WTOC Savannah, WDBO Orlando and WJAX Jacksonville, before joining WJHP.

MILTON W. STOUGHTON, vice president of WSPR Springfield, Mass., has been awarded a certificate of appreciation by the Rotary Club of Springfield, for the work he did as chairman of the club's birthday observance.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been appointed a member of the Hartford Rededication Committee, which is planning a rededication week from Sept. 28 to Oct. 4.

J. ROBERT MENDTE, former vice president of John Falkner Arndt & Co., Philadelphia, Sept. 8 becomes manager of the New York office of the Smith Davis Corp., radio station and newspaper financiers.

C. L. THOMAS, general manager of KXOK St. Louis, announces that the station has engaged RICHARD W. HUBBELL & Assoc. as television and facsimile consultant.

FRANKLIN M. DOOLITTLE, president of WDRC Hartford, Conn., has been appointed a member of the local United Nations committee, by the mayor of Hartford.

HARRY LANTRY HEADS KNEW SPOKANE STAFF

KNEW, Mutual-Don Lee affiliate authorized 5 kw fulltime, was launched Sept. 1 at Spokane, Wash., on 1430 kc [BROADCASTING, Aug. 11]. Staff is headed by Harry Lantry, station manager, in Spokane radio for 20 years. Mr. Lantry entered radio as the first manager of KGA Spokane in 1925. He later joined Louis Wasmer, who established KHQ, NBC outlet, and subsequently acquired KGA, ABC outlet. He remained with Mr. Wasmer until KHQ was sold under the FCC duopoly ruling.

Chief engineer of KNEW is W. C. Evans. He was chief engineer at KHQ-KGA during the war. Paul Crain is program director. He was formerly sports and special events director at KEX Portland, Ore., and also served as announcer and sportscaster at KGA and KWSC Pullman, Wash. Another KWSC alumnus now with KNEW as sales manager is William Rhodes.

Ownership of KNEW is divided equally between the Scripps Newspapers Inc. and Burl C. Hagadone, of Coeur d'Alene, Ida. Station is represented nationally by Gilman, Nicoll and Ruthman.

NEW RED CROSS SERIES TO START IN OCTOBER

A NEW American Red Cross transcribed dramatic series, *In Your Name*, will be aired starting this fall, with Oct. 12 set as tentative date for first broadcast. Starring top radio and movie personalities, the series will include 26 15-minute dramatizations based on facts from Red Cross files. Format will follow the pattern of the *You Were There* series, carried by more than 300 stations recently.

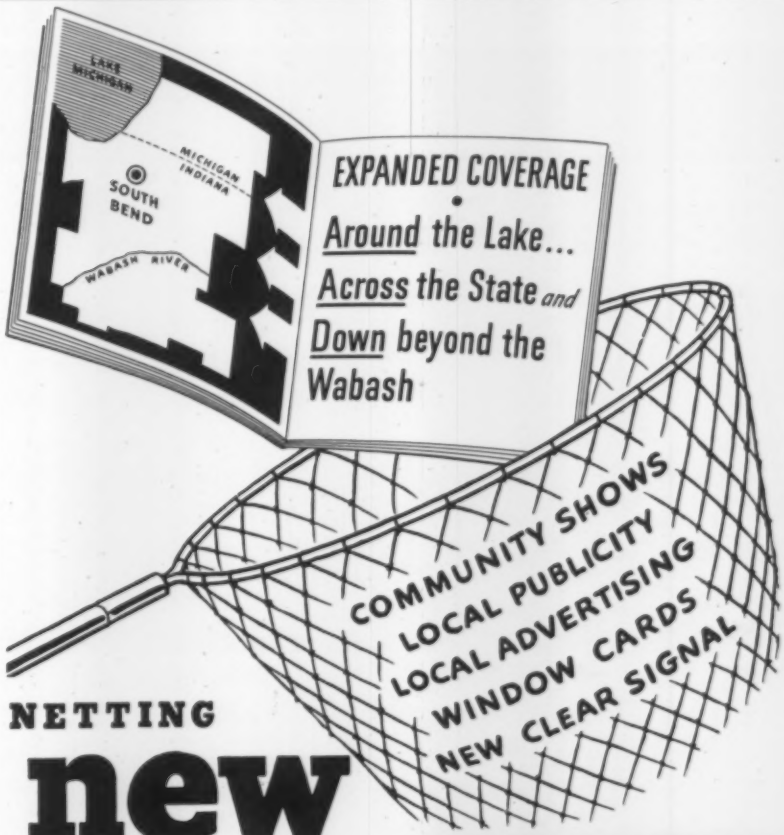
Transcribed in Hollywood by NBC, the programs will be shipped direct to stations requesting them through their local Red Cross chapters.

Script for the series will be handled by Ken Greenberg, winner of 1946 Carrington Playhouse award for creative radio writing. Production will be directed by Louis Graf, Red Cross representative in Hollywood.

Story themes will revolve around the services to humanity offered by the Red Cross.

No Turnover

WOHS Shelby, N. C., celebrated its first anniversary Aug. 21, but with what its officials consider a new twist in this day of rapid personnel turnover. The 250-w MBS affiliate (730 kc, day only) rounded out its 12th month of operation with exactly the same personnel it had when it started—no additions, no deletions, no substitutions. R. M. (Bob) Wallace, general manager and chief engineer, heads the staff of eight.



NETTING
new
AUDIENCES

WSBT is bringing thousands of *new* listeners into its loyal audience. These newcomers are welcomed by friendly promotion in their own communities. WSBT was a good buy at 1000 watts. Now, at 5000 watts, it's unbeatable.

WSBT
SOUTH BEND
NOW 5000 WATTS!

960 KC • CBS

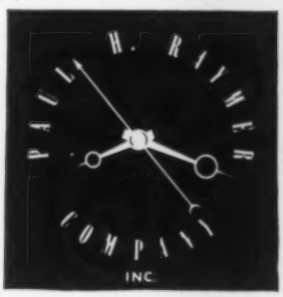
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

NEW YORKERS *DELIVER* NEW YORK

If you want to know where the West Side subway is *east* of the East Side subway, or why there's no water in Turtle Bay—ask a New Yorker. And likewise, if you want the most of the best of the New York Spot Radio business—ask a New Yorker!

Ask the man who knows the ways of the town. He may have come from Texas, the deep South, New England or the far West, but he has years of New York success behind him before he qualifies for this company. He knows not only where the business is today but where it used to be and how it got there. He sells radio better because he knows all other major forms of advertising. His New York friendships have been seasoned with the element of time.

In representing our stations, we have shown great care in placing and keeping New Yorkers in New York, Chicagoans in Chicago and Californians in California. Men are not shifted from city to city, thereby losing a salesman's best stock in trade. Attention to such refinements as this distinguish this company and account for its quality and success.



Paul H. Raymer Company Inc. • *Radio Advertising*

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Convention Plethora

SURE SIGN that summer is about over is found in the Upcoming listings of this magazine. There, in small type, is a large order of business for station management—a series of conventions and meetings that will provide a busy September fortnight.

Unfortunately it is a fortnight away from the desk for most managers, and some of their top executives. Fortunately, some of the meetings will be worth more than their weight in the gold it takes to attend them.

When BROADCASTING first looked into this convention-itis problem last May it wondered just what managers think about all the meetings they are called on to attend. Are they worth the time lost and the money spent? Are they important to stations? To the industry?

The answers are supplied in this issue by managers themselves in a BROADCASTING TRENDS study. Apparently feeling that NAB, TBA, FMA, network, educational and other meetings are consuming too much time, 45% of the managers contacted said they believe there are too many conventions. On the other hand 42% figure that the number is about right.

While this is not a sweeping indictment of conventions, it clearly shows all broadcast organizations that a large number of station managers are becoming annoyed at the travel burden and expense of representation at meetings.

Are they worth while? That question is logically divided into two phases—value to the station and value to the industry. Deemed most valuable to stations, the survey shows, are network-sponsored meetings, followed by NAB district, regional and state gatherings. The NAB convention ranks as the most important single industry gathering but is eighth in the survey in point of value to stations themselves.

It should be explained that only network, technical and advertising meetings rank ahead of the NAB convention in value to stations. On the other hand, the NAB convention is tied for first place with network meetings in the number of managers who rate value of the meetings to the industry as "good." Educational institute gatherings are far down the list.

Judging by sentiments of the industry's top executives, the lesson is clear—the industry needs fewer and better conventions. Should all industry facets insist on staging as many meetings next year as they did in 1946, more and more station management may spurn some of the demands on time and energy.

Luce, Time & Radio

THE LUCE LINE has long been an object of interest to students of the American scene. First it may do a Rockefeller Plaza version of the Indian Rope Trick and disappear in the clouds. Then *Time* and *Life* are apt to contradict each other, and be further confounded by *Fortune*, to the accompaniment of titters from the irreverent *New Yorker* which likes to examine the Luce enterprises with the well-bred detachment of its Eustace Tilly surveying a butterfly through his monocle.

But, as someone has observed, consistency is the hallmark of small minds. Latest evidence of the nimbleness of the Luce word-and-picture painters is the new *March of Time* film release, "Is Everybody Listening?" reviewed in last week's BROADCASTING.

Up to now, close observers have traced most of Mr. Luce's impatience with radio to a plain case of sour grapes. He has made two abortive attempts to deal himself in, first when he bought a minority interest in WQXR, the *New York Times* station, and later when he acquired a 12½% piece of ABC. Mr. Luce withdrew from both of these sallies licking his wounds and since then seldom has overlooked a chance to inject a shot of *Time*-distilled venom into radio. Always the thrust was delivered in the inimitable holier-than-thou style which has prompted one less-than-constant *Time* reader to remark that the editors of *Time*, *Life* and *Fortune* write "as though they had God's unlisted telephone number."

In the latest *March of Time* radio faces all of the old, wheezy charges—frequent lack of taste, over-commercialization, poor quality daytime serials. And the patronizing observation, relayed through Columnist John Crosby, that radio is still so young that perhaps there is hope for betterment.

But there was a new note. Nothing quite so forthright as a bouquet, it's true, but nonetheless some lefthanded compliments and a tacit admission that perhaps the upstart medium has some slight merit after all.

Near-praise from Olympus, indeed. Perhaps Time has brought mellowness to Luce's editors, as it does to all men. No immortals, they.

Falsetto Whisper

ASSISTANT SECRETARY of State William Benton is navigating in radio-active hot water again. In keynoting the International High Frequency Broadcasting Conference last week at Atlantic City, the ebullient, expansive agency executive turned statesman, proposed that we join other major powers in relinquishing critically scarce international shortwave channels to smaller nations. This presumably would be done to maintain international amity through radio.

Mr. Benton, it appears, doesn't know his radio spectrum. The United States now is getting the short end of the shortwave deal. During the war, the Soviet and the British took over "protective custody" of international channels perforce relinquished by the subjugated countries. They've kept most of them. As a consequence there is roughly a 5-3-2 division of international channels as between Russia, the British and ourselves.

It is a simple matter of arithmetic. Certainly the United States is entitled to as large an allocation as either Russia or Great Britain —larger if anything. To suggest that we relinquish on any pro rata basis any of the channels now assigned to this country is to propose that the United States resign itself to third-rate status in international radio. Let there be parity first. Let Russia and the UK shell out until they reach our level before there's talk about the United States relinquishing even a single assignment.

The Atlantic City conference, at this sitting, will not resolve the international radio problem. It will deal only in technical factors.

Mr. Benton's intentions are good. He is motivated by a laudable desire to project the American story of freedom as broadly and as effectively as possible, which is his bounden duty as Assistant Secretary of State in charge of Cultural Affairs. But apparently he doesn't recognize that without adequate facilities the "Voice of America" becomes a whisper, and without private operation in the American way it becomes falsetto.

Maybe Mr. Benton ought to hire a consulting engineer.

Our Respects To—

SAMUEL PIERCE

ON THE AIR or in the air—that was his question. The fact that radio won over aviation is proven in Sam Pierce's position as vice president in charge of radio for Ruthrauff & Ryan Hollywood office.

In this capacity he is producer of CBS *Dick Haymes Show* (Auto-Lite) as well as overseeing CBS *Gene Autry Show* (Wrigley), NBC *Amos 'n' Andy* (Rinso), MBS *Those Websters* (Quaker Oats), MBS *Jim Backus Show* (Pharmaco).

One accident turned him from aviation to acting. Another led to broadcasting, completing the gamut from A to B. A fatal accident to a friend produced the first transition and a chance meeting led to radio.

In early 1929, he turned to Little Theatre activity at Laguna Beach, Calif. And for more than two years, he worked as actor, stage manager and finally director. He even tried to produce an independent motion picture production known as "Ride 'Em Crooner," produced by Sam Pierce and starring same. He says it was a "turkey."

In 1931 he met William N. Robson, then concluding a contract as writer at Paramount Pictures Corp., and now CBS Hollywood executive producer. Through Mr. Robson, Sam Pierce was called for an audition as an actor on *Calling All Cars* (Rio Grande Oil Co.). Mr. Robson had become radio director of O'Donnell-Seymour Adv. (now Hixson-O'Donnell Adv. Inc.), Los Angeles, by this time.

This in turn led to an announcing spot for Mr. Pierce at KHJ, then CBS Hollywood outlet.

Early in 1933 when Mr. Robson resigned his post, Sam Pierce was named radio director of the agency. As such, he wrote and produced *Calling All Cars* for next three years.

At the close of 1936, he returned to KHJ as head of dramatic shows and special events. In March 1937, he turned freelance actor on *Big Town* in addition to his duties at the station. In September of that year he resumed as a writer-producer doing several chores on regional dramatic programs.

One year later he joined Raymond R. Morgan Co., Hollywood agency, as head of radio production. In that capacity he produced, announced and built *What's on Your Mind?* for Planter's Peanut Co. Additional duties involved production of four other programs.

Fall of 1939 found Sam Pierce joining Len-

(*Continued on page 46*)

TAKE THE GUESS OUT OF BUYING

WITH WOV'S *5 Audited Audiences*

No palaver—just honest, down-to-earth facts—known—proven—tested facts, form the basis of WOV'S AUDITED AUDIENCES. The complete story of WOV listeners—where they live—where they shop—what they buy—how much they spend—what they like and don't like—inside dope to help you select the program best suited to your specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known individuals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating, accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and..."TAKE THE GUESS OUT OF BUYING."

★ WAKE UP NEW YORK *with Peggy Lloyd*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *(More than the combined population of Baltimore and Washington.)*

WOV
NEW YORK

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

Commercial

PETER ROBECK, former CBS Hollywood assistant director of public affairs in charge of special events, has been named commercial relations manager for CBS Western Division. He will serve as liaison for network with jobbers, wholesalers and distributors.

AMOS BARON, commercial manager of KECA Hollywood, resigns effective Sept. 15 to join KSDJ San Diego, in a similar capacity. Mr. Baron joined KECA as a salesman in 1938 and has served in his present capacity since 1944. Previously he had been with KEHE Los Angeles. He broke into radio as an account executive with KHJ Los Angeles, in 1934 and shifted to C. P. MacGregor, Hollywood transcription firm, as sales manager in 1935.

Mr. Baron

McGEEHAN & O'MARA Inc., New York, has been appointed national representative for WCOV Montgomery, Ala., WGWD Gladsden, Ala. and WGWC Selma, Ala.

ALLAN L. BERG, formerly program director of KHUB Watsonville, Calif., has been appointed station's director of sales. **DON DeWALD,** formerly traffic chief, has been named program director.

EVE WOODLING, formerly with continuity staff of KFRE Fresno, has joined KEEN San Jose, Calif., as traffic manager.

HOMER GRIFFITH, head of Homer Griffith Co., Hollywood, station representatives, is recuperating from a severe illness which confined him to home more than two weeks.

MARJORIE DWYER, recent graduate of Stanford U., has joined traffic department of KGO San Francisco, replacing **SHIRLEY RADSTON,** who retired.

MILDRED WEHMEYER has joined accounting department of KTSA San Antonio, Tex.

KEENAN AND EICKELBERG have been appointed West Coast representatives of the Crosley Broadcasting Corp. and will represent both WLW Cincinnati, and WINS New York.

GRADY REEVES has been appointed sales manager of WLBB Carrollton, Ga.

C. WALLACE MARTIN has joined sales staff of WIS Columbia, S. C.

SHIRLEY DECKER, member of traffic department of WBBM Chicago, resigns Sept. 12 to return to her home in Peoria.

EDWARD E. GORMAN and WILLIAM F. MALO Jr., will join commercial department of WAVZ New Haven, Conn., when the new 1260 kc station goes on the air sometime in September.

WBKB Chicago, television station, Aug. 15 officially announced graduation into new advertising rates, based on tabulation of more than 5,000 video receivers now in use in Chicago area. New rates apply until 15,000 receivers are installed.

McGEEHAN & O'MARA Inc. has been appointed national representatives for WJPG and WJPG-FM Green Bay, Wis.

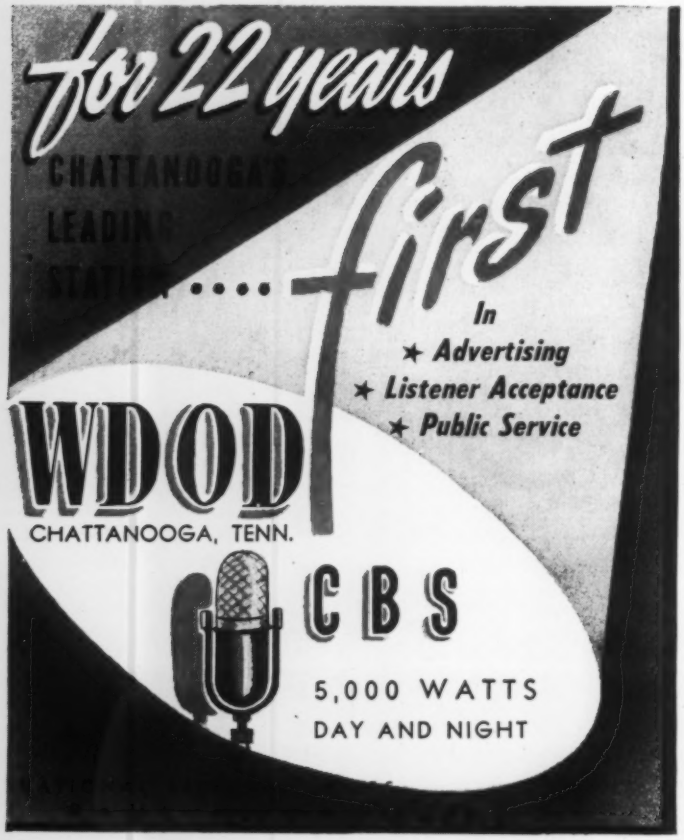
WHAM Marinette, Wis., has named Radio Adv. Co., New York, as national sales representative.

FORJOE AND Co. have been appointed as national representative of WNCA Asheville, N. C.

WILLIAM WYATT, formerly with NBC New York, has joined sales staff of WISR Butler, Pa.

BOB SHACKELFORD, former station manager of KCNC Ft. Worth, Tex., has joined staff of KBYE Oklahoma City, as director of market research and sales.

WVOC Birmingham, Ala., and **KXXL Reno** have appointed Gene Grant & Co. to handle national advertising representation.



Respects

(Continued from page 44)

nen & Mitchell, Hollywood, as assistant to William N. Robson, then agency's West Coast radio director. His duties included production of *The Old Gold Show* with Texas Rangers and Martha Mears, as well as writing plus production of *Sensational Quizzes* for Sensation cigarettes.

After one year he became the manager of the office, continuing in this berth until 1942. During that time he wrote and produced both *Woodbury Show* with Tony Martin and David Rose and *Don't Be Personal* (Beechnut cigarettes). Subsequently he handled dual writing-producing chore on *Beechnut King Size Weekly* with John B. Hughes, Leith Stevens, Lorraine Elliot and guests.

With an assortment of conservation drives on, the War Production Board took on Mr. Pierce as its radio director, editing and directing *Three Thirds of the Nation.* Featuring a string of Hollywood names, what was planned for eight weeks lasted for eleven.

In October 1942, he joined Ruthrauff & Ryan, Hollywood, to produce *Gracie Fields Victory Show* (Pall Mall Cigarettes). Continuing with same agency, he took over production of *Bob Burns Show* (Lifebuoy) in January 1944.

In September 1946, he was assigned to start of NBC *The Fabulous Dr. Tweedy* as director. In November 1946 he was named supervisor of radio production and became a vice president five months later.

A native Californian, Sam Pierce was born in Pasadena on June 29, 1911. His father was a broker whose business took him back and forth between both coasts several times. This meant several west-east and east-west hearthside shifts. Most of his education was obtained at Lawrence Smith School for Boys, New York City, and San Diego Army-Navy Academy.

After aviation and acting ceased to be his dominant interests, Mr. Pierce directed most of his energies to radio. One of his proudest radio accomplishments is that he was associated with the CBS *Hollywood Hotel Show* from its first audition to its final signoff, six years later. Starting out as sound-man on the audition record, he progressed through announcing commercials and acting to assistant writing and producing chores.

Married to Georgiana Parker since March 6, 1937, he and his wife have progressed to a family of five, with addition of Sandy, 9, Stephanie, 7, Peter Timothy, 8 months old. The children's birthdays are easy to remember since the eldest pair were both born on January 7. The family residence is in the San Fernando Valley.

Mr. Pierce lists flying and sailing as equal contenders for his leisure hours.

New TBA Member

THE BOARD of directors of the Television Broadcasters Assn. last week announced its acceptance of the application for active membership in the TBA of the *Detroit News,* on behalf of its video station, WWJ-TV. Harry Bannister and Edwin K. Wheeler were named as the paper's official representatives to the TBA. Other newspapers represented in the association are the *St. Louis Post-Dispatch* and *Chicago Tribune.*

ET Saves the Day

A REPEAT performance of the *Milton Berle Show* was put on the network transcribed last Tuesday night because Milton Berle, star of the show, became ill after the first performance of the program and was unable to do the repeat show. As a result the transcription of the first show was put on the network making it one of the few times NBC has allowed a transcribed program to be carried on the network. Mr. Berle was suffering from food poisoning and the heat.

For The Appointment Book:

Sept. 14—Atlantic City Country Club, 9:30 a.m.

NAB GOLF tournament will be held September 14, at 9:30 a.m. at the Atlantic City Country Club. It will be the 12th annual such affair.

Those who plan to play should notify Maury Long, BROADCASTING Magazine, 870 National Press Bldg., Washington, D. C., immediately. Transportation will be arranged for those who send entries now. BROADCASTING will award two silver loving cups to the winners of low net and low gross scores. Maximum handicap is 35. A blind bogey handicap system will be used.

NATIONAL Safety Council has sent a letter of appreciation to WDRC Hartford, Conn. for the cooperation it has given in a drive to reduce the accident toll in Hartford.

VIDEO FILM PREVIEW
New Camera Techniques Used In Fairbanks Production

A JERRY FAIRBANKS video release billed as "the first dramatic feature film made especially for television" was given a preview before newsmen last week over a closed circuit provided by WNBT New York.

Titled "The Case of the Missing Bullets," the film runs about 17 minutes and is designed to be used with a commercial at beginning and end, like an open-end transcription. Characters were portrayed by well-known but non-star Hollywood players. The story is built around the character of "The Public Prosecutor," played by John Howard, and is intended as the first in a Fairbanks series of 17 television shows on film.

Special camera techniques were used in making the film, with more closeups than in an ordinary motion picture. Also, the "Prosecutor" often spoke directly to the audience, or directly at the camera.

The video films will be released weekly starting Nov. 1, according to Mr. Fairbanks. A family comedy series and a five-weekly children's show also are in preparation, he said.

Stewart-Warner Sales

INCREASE of 71% in sales for the first half of 1947 over the corresponding period of 1946 has been reported by Stewart-Warner Corp. The corporation's board chairman and president, James S. Knowlson, also told stockholders in a letter mailed last week that total net earnings for the 1947 period tripled the 1946 six-months figure — $1,366,872 as compared with $408,712. This represented $1.05 a share on $5 par value common stock on 1947 six-months earnings, compared with 32 cents a share for the first half of 1946. Working capital on June 30, Mr. Knowlson said, totaled $15,236,000, including $5,917,435 in cash, an increase of $331,000 over the Dec. 31, 1946 total.

ALLIED ARTS

WALTER M. NORTON, president of the RCA Victor Distributing Corp., Camden, N. J., has relinquished his duties as director of the Distribution Dept. of the RCA Victor Div., to devote his entire time to the distributing corporation, and will transfer his headquarters from Camden to distributing company's home office in Chicago.

CARL P. RAPP, assistant vice president of International Telephone and Telegraph Co., New York, has been elected second vice president of the firm. He has been with IT&T since 1929.

GEORGE DYNA, former West Coast distributing manager for Bendix Radio Div. of Bendix Aviation Corp., has been appointed western zone manager for Sparton radios for Sparks - Withington Co., Jackson, Mich. Mr. Dyna's headquarters will be in Los Angeles. He has been engaged in West Coast radio distribution for last 25 years.

Mr. Dyna

CURTIS HOXTER, KATHLEEN MASON and **FREDERICK WEISS**, who have done research for the State Dept.'s "Voice of America" broadcasts during past year, have formed their own independent research organization, Editorial Research Affiliates, with headquarters at 17 E. 48th St., New York. New firm will specialize in furnishing complete background material for documentary broadcasts, motion pictures and magazine articles.

AL ANDERSON, former radio editor of Song Hits Magazine and previously with WNYC New York, **BILL SCHEINMAN**, formerly with WREN Lawrence, and **RANDY WOOD**, former publicity director of Peoples Songs, have formed a new publicity firm, with offices at 1650 Broadway, New York. **OSCAR BRAND**, radio writer and producer, also has joined the new firm.

ARTHUR BURKHART, manager of outside sales department of western division of Gamble-Skogmo Inc. (radio appliances), has been appointed director of outside sales department for the firm, with headquarters in Minneapolis.

RICHARD HOFFMAN, former office manager of research department of Foote, Cone & Belding, New York, has been appointed assistant advertising director of Admiral Corp., Chicago.

TELEVISION RESEARCH, Los Angeles, headed by **ALEX KORN**, is making an independent survey of television habits of Los Angeles area. Questionnaires have been mailed to 1,500 set owners and results are expected to be tabulated by Sept. 15.

ASSOCIATED TELEVISION PRODUCTIONS has been organized in Philadelphia to produce video packages. **RAY ROSENBERG** and **SID SHLAK**, of Yardis Adv., and **JOEL CHARLES**, of Charles Agency, band and theatrical bookers, make up the firm. Firm has four television shows ready for sale and eight more in production.

UNITED STATES TELEVISION Mfg. Corp. New York, has offered 75,000 shares of 5% cumulative convertible preferred stock at the par value price of $4 a share. Underwriters are Willis E. Burnside and Mercer Hicks & Co. Annual dividend requirements of the entire issue are $15,000 a year. Company earned a net profit of $107,947 for the first four months of 1947.

ARTHUR KOEHLER, former production manager of Arma Corp., Brooklyn, and Langevin Co., New York, has joined Sorensen & Co., Stamford, Conn., in the same capacity.

JENSEN MFG. Co., Chicago (sound equipment), has issued a new catalog, No. 1010, containing information on complete line of loud speakers. Catalog contains 24 pages and can be obtained at any Jensen distributor.

LORIAN W. WILLEY has been appointed purchasing agent for the industrial electronics and X-ray divisions of the Westinghouse Electric Corp., Baltimore, Md.

CHUCK NEWTON, radio relations director of Capitol Records, Hollywood, has resigned effective Sept. 15 to join Stan Kenton's orchestra as advance man.

LES MITCHEL PRODUCTIONS, Hollywood, has packaged half-hour format titled "The All American Theater," featuring Jimmy Wakely, Monogram tenor cowboy and Decca and Capital recording artist.

HAROLD M. WINTERS, former east-central regional manager for RCA Victor Div. of RCA, has been named director of company's distribution department.

EDWARD H. ACREE, advertising manager for Rubsam & Horrmann Brewing Co., Staten Island, has resigned to engage in his own merchandising consultant service. His headquarters will be at Schooleys Mountain, N. J.

LOU SILVER, who has been national sales manager for Garod Radio Corp., Brooklyn, N. Y. for the past eight years, has been named vice president and director of that corporation. Mr. Silver will assume his new post Sept. 3. In his new capacity he will be in charge of all Garod sales throughout the world.

Mr. Silver

ARTHUR PINE, New York radio and theatrical publicist, has been reappointed to faculty of City College of New York to teach courses in radio, advertising and publicity during the coming semester.

LEON SCHOOLER, former radio director of Roosevelt College, Chicago, has been appointed director of radio division of Chicago Community Fund. Mr. Schooler, with the radio division of the War Dept.'s Bureau of Public Relations during the war, remains on the faculty of Roosevelt College as instructor in radio production and writing.

A. A. WARD, vice president of Altec Lansing Corp., New York, has been promoted to vice president in charge of manufacturing of the parent company, Altec Service Corp., same city.

FINLEY TRANSCRIPTIONS Television Div., Hollywood, has been named to handle video production for Gough Industries, Southern California distributors for Philco Radios.

INSTALLATION of first station in system which will cover state of Iowa with 70,000 square-mile State Highway Patrol FM Network has been reported by General Electric Co., Syracuse, N. Y., who supplied transmitting and receiving equipment. Operation of network has been initiated at KCMW Maquoketa, Iowa, and will be extended later to other Iowa locations.

WLBR is not 50,000 watts . . .

BUT IT DOES . . .

Blanket four major Pennsylvania cities in a $300,000,000 market . . . Deliver 200,000 regular listeners from a population area of 1,000,000 people . . . Have more listeners in primary area than all other stations combined . . . Pull 8,000 pieces of mail a month . . .

And ALL for the price of 1,000 watts.

"The Voice of Lebanon Valley"

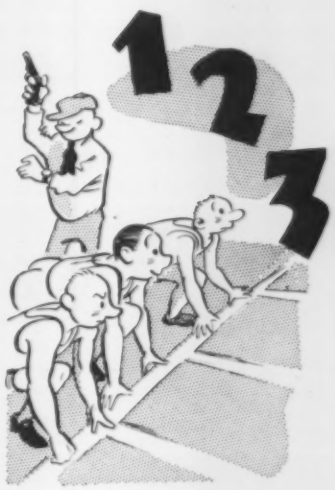
WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Radio Advertising Co., National Representatives

In Track Events



means: on your mark; get set, go!

But **IN DALLAS —FORT WORTH** *it's*

1 STATION
WFAA

2 FREQUENCIES
820 - 570

3 NETWORKS
NBC - ABC and Texas Quality

It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

Represented Nationally by
EDWARD PETRY & CO., INC.

SUCCESS FLASH

Radio Fashion Program Does Job 15 Years, Store Finds

UNUSUAL radio success story has been told by Tom Rucker, promotion director of KMBC Kansas City. A program titled *Fashion Flashes* was launched in May 1932 on KMBC, a CBS affiliate, and is still going strong after 15 years.

According to Mr. Rucker, *Fashion Flashes* is one of the oldest continuous retail shows on the air. Since its inception it has remained under the sponsorship of John Taylor's, a Kansas City department store.

Fashion Flashes is conducted by Joanne Taylor, who interviews store buyers, manufacturers' representatives, customers and visiting celebrities, discussing latest styles, new merchandise and fashion trends. In program's first year, John Taylor's reported, out-of-town charge accounts were quadrupled. Today 92% of the firm's mail orders are addressed to Joanne Taylor.

Store officials found radio advertising a highly flexible medium, Mr. Rucker said. Copy could be changed up to the time of broadcast, if necessary, and small lots of merchandise could be advertised and sold profitably.

AGENCIES

WILLIAM R. FARRELL, whose resignation as vice president and partner of Kaster, Farrell, Chesley & Clifford, New York, is effective Sept. 1, will join executive staff of Ward Wheelock Co., Philadelphia, as vice president on Sept. 22. Mr. Farrell previously has been with Benton & Bowles, A. C. Nielsen Co., General Motors and Campbell-Ewald Co.

FRANKLIN B. SATTERTHWAITE, former assistant director of research for Carter Products Inc., New York, has joined Doherty, Clifford & Shenfield Inc., New York, as research associate.

MITCHEL GRAYSON, freelance producer-writer, has joined Kenyon & Eckhardt, New York, as director-producer of the "Superman Series" on MBS, which is packaged by Robert Maxwell Assoc. and written by Ben Freeman. Mr. Grayson, in adition to his K & E duties also will produce a special children's documentary series on Mutual titled "Today's Children." Latter series will appear once a month on the network, with the first one scheduled to be written by Arnold Pearl.

THOMAS D'ARCY BROPHY, president of Kenyon & Eckhardt and of the American Heritage Foundation [BROADCASTING, Aug. 25], last week named **JAMES SAUTER** as national chairman of the Foundation's division of public relations and special events. During the war Mr. Sauter was executive director of United Theatrical War Activities Committee.

WILLIAM MOGLE, former script writer for ABC, has been appointed radio director of Rockmore Co., New York.

FLOYD FLINT, advertising service representative on Washington State Apple Commission and other accounts, has been elevated to manager of J. Walter Thompson Co. Seattle office. He succeeds **EVAN PETERS**, who has been named Pacific Coast manager of the agency's publicity-public relations department, San Francisco.

JACK VAN NOSTRAND, radio director of Sullivan, Stauffer, Colwell & Bayles, Hollywood, is agency contact on a series with **NAT WOLF** as liaison between AFRA and agency.

ROSEMARY WAKEFIELD has joined Swaney, Drake & Belment Inc., Chicago, as timebuyer, and **WILLIAM ORTHAM** has joined agency's copy staff.

MARY LOU GORDON has joined staff of Western Adv., Los Angeles, as copy chief.

JOHN GRIBBEN, formerly in production and traffic department at J. Walter Thompson Co., New York, has joined Harry B. Cohen Adv., New York, as production and traffic manager.

SYLVIA STONE, former copy director of Greenfield-Burstin Adv., New York, has joined Alfred-George Assoc., New York, as media director.

ARTHUR I. KALISH, formerly with Advertising Ideas, New York, has been appointed executive vice president in charge of new business department at Kurk & Brown Inc., New York.

PAUL E. NEWMAN Co., Los Angeles, has changed name to Marketers Inc., with **WILLIAM T. MALONE**, former advertising manager of Vick Chemical Co. (new products division), elected president. Offices continue at 3142 Wilshire Blvd.

ROBERT PASCH, former copywriter with Alley & Richards Co., New York, has joined New York office of Justin Funkhouser Adv., in similar capacity.

CLAUDE S. BEEBIE, account executive with MacFarland, Aveyard & Co., has been appointed public relations director of agency's Chicago and New York offices. He will be located in Chicago.

ROBERT B. STERN, formerly with Harry J. Lazarus & Co., Chicago, has joined Schran Co., Chicago, as account executive.

MARGARET HART NELSON, timebuyer of St. Louis office of Olian Adv., has been appointed radio director of that office. **DOROTHY J. AYRES** has been appointed radio timebuyer, succeeding her.

CHRISTOPHER ELLIS, veteran Canadian newscaster and scriptwriter, has joined radio department of Cockfield Brown & Co. Ltd., at the Montreal office.

PAUL FOLEY, formerly with McManus, John & Adams Inc., Detroit, has been appointed copy chief of Detroit office of Grant. Adv.

WILLIAM S. MILLER, formerly with Merrill Anderson Co., New York, as copywriter and account executive, has joined Geyer, Newell & Ganger, New York, as copywriter.

W. C. JEFFRIES Co. has combined its two Los Angeles offices due to business expansion, and moved to own new building at 1720 West 9th St. Telephone: Fairfax 8271.

CHARLES HOGEN, vice president of N. W. Ayer & Son, Hollywood, is the father of a boy.

BARBARA L. SMITH, formerly with Gahagan Turnbull & Co., New York, as timebuyer, has joined new business department of Young & Rubicam, New York.

GORDON C. BRAINE, formerly with the Market Research Div. of Lever Brothers, has joined N. W. Ayer & Son Inc., New York, as director of radio research.

JAY M. SOCIN, formerly with Roy S. Durstine Inc., New York, has joined copy staff of Baker & Hosking Inc., New York.

JOHN L. GWYNN, traffic manager of Erwin, Wasey & Co., Chicago, has been appointed media director, succeeding **MAX BEECHER**, retired.

Agency Partners Split

O'NEIL, LARSON & McMAHON, Chicago, has split with Harry O'Neil, partner, and Otto Goes, general manager and radio director, forming a new company to be known as Harry O'Neil Inc. [BROADCASTING, Aug. 11]. New agency president is Mr. Goes, with Mr. O'Neil as general manager and vice president. Nelson J. McMahon and Edward H. Larson will continue as partners in their own agency. Division amicably agreed to because of divergent interests of partners. Agency last year spent approximately one million dollars in radio, mostly spot.

CBS Sales Letter

GEORGE MOSKOVICS, WCBS-TV New York commercial manager, last week sent his third sales letter in the CBS television program availability series to members of the Assn. of National Advertisers. The letter dealt with commercial films, offering a potential circulation of 200,000 at lowest cost. He said this figure is based on an average of six viewers in each of New York's 40,000 television homes.

Coast Regional

(*Continued from page 28*)

operation will move into all-time high ground in the months ahead."

Sydney Gaynor, general sales manager of Don Lee Broadcasting System: "Right now our network business on Don Lee is about 22% ahead of last year and during a year when radio was swarming with rumors of a sales recession. I feel that our business will level off at its present volume during 1948."

Frank Berend, NBC Western Division sales manager: "NBC in the West finds itself with a minimum of time to sell because of the sold-out condition of the transcontinental network, which of course takes precedence over regional sales. Several requests for nighttime spots and a half-dozen daytime requests have had to be refused recently for this reason."

★ *Young American's Club is big stuff with small fry of Charlotte, N. C., largest city in the Carolinas. Seven thousand kids are active members. Many times more hear the one-hour weekly meeting broadcast Saturday morning over WAYS. Grownups love it too.*

Love that Club!

When Station Manager "Colonel Walt" Goan calls the meeting to order, the fun begins at WAYS' Young American's Club. And do the kids love it. FOREMOST DAIRIES, sponsors of the first half hour for five years, say, "It's the best advertising we do." Now the second half (11 to 11:30 AM) is open for sponsorship.

Sample audition disc available from WAYS, Charlotte, N. C., or Weed & Co.

WAYS 610 Kc 5000 WATTS DAY 1000 WATTS NIGHT

• MUTUAL NETWORK
COMING! • FULL TIME
5000 WATTS
• 710 KILOCYCLES

RADIO AND PRESS representatives in San Antonio participated in forum Aug. 17 on KONO on question, "Do we have free access to all of the news?" Group included (clockwise): Lois Johnson, *San Antonio Light;* Clyde Wantland, publisher, *Alamo Heights News;* Jack Shoemaker, KONO forum moderator; Bob Ferie, KABC newscaster, and Austin Williams, news editor and 10 p.m. newscaster for WOAI.

Feldman Labels FCC Decision On Fort Wayne Grant Improper

CHARGES that Comr. E. M. Webster participated improperly in FCC's final decision on the Fort Wayne 1450-kc case were filed with the Commission fortnight ago by Community Broadcasting Corp., which won the proposed decision but lost the final [BROADCASTING, May 5, Aug. 4, 11].

The company, principally owned by radio newsman and commentator Arthur S. Feldman and his wife, also claimed the Commission's final decision placed unjustified emphasis on the "local residence theory" in giving preference to the rival applicant, while disregarding the Feldman's radio experience.

Community requested reconsideration and re-hearing. Its petition was filed by Arthur H. Schroeder of the Washington law firm of Miller & Schroeder.

The grant, for 1450 kc with 250 w fulltime, went to Radio Fort Wayne on a 3-to-2 vote which reversed the proposed decision, also a 3-to-2 ballot. The difference was that the term of Comr. Ray C. Wakefield, who voted for Community on the proposed decision, had expired and Comr. Webster, who had not participated previously, swung the balance by voting for Radio Fort Wayne on the final decision.

Community cited a Supreme Court ruling that "the one who decides must hear," in support of its claim that Comr. Webster's vote on the final decision, since he had not participated in oral argument or earlier consideration, "deprives petitioner of a full and proper hearing and the Commission's decision is therefore invalid and unlawful." The company also contended it had been deprived of a full hearing because it was given no opportunity to be heard on the final decision's findings.

The petition argued that in considering local residence—one of the main grounds on which the grant was issued to Radio Fort Wayne—FCC should have noted that "none of the stockholders of Radio Fort Wayne has demonstrated any close identity with the city and its activities."

Community argued that two of Radio Fort Wayne's three equal stockholders, WOWO Fort Wayne Engineers Charles A. Sprague and Glenn R. Thayer, had planned to move to Milwaukee if their application for a station there had been granted. The petition contended the third stockholder, Merlin H. Smith, had previously "considered the possibility of filing an application for any community with which he had some familiarity," and originally filed as an individual for Fort Wayne after being told by his brother, George S. Smith of the Washington radio law firm of Segal, Smith & Hennessey, that a frequency was available there.

Community's Stand

Community argued that FCC's final decision did not properly evaluate the radio experience of the rival applicants. It was pointed out that Mr. Feldman, 51% stockholder, has had experience in programming with individual stations, ABC, NBC and BBC both in the U. S. and abroad, and that Mrs. Feldman, 31% owner, "also has had extensive experience with radio programs, particularly of a public service character" with BBC.

The petition argued, with respect to Radio Fort Wayne owners, that "there is no showing in the record that Smith has any radio experience other than as an entertainer, which happened prior to 1936, or that he was a good or bad entertainer. Mr. Sprague and Mr. Thayer made no affirmative showing as to their radio experience, except as engineers; in fact, the inference from the facts supports the conclusion that they are entirely unfamiliar with the aspects of programming a radio station."

News

BILL KENNEALLY, formerly of NBC New York news staff, has shifted to KMPC Hollywood, as newscaster on five-weekly morning and evening strips sponsored by Rexall Drug Co.

SHEILAH GRAHAM, MBS Hollywood film commentator, has been signed to portray herself in Monogram Pictures production "Jiggs & Maggie In Society."

"BUTCH" DAVIS, market reporter and livestock news analyst on "Farmer's Market Reporter" over WGN Chicago, has joined the station's farm department staff as assistant to **HAL TOTTEN**, farm director.

SAM MOLEM, director of sports for KMBC Kansas City, Mo., has written a book of sports stories and anecdotes titled "They Make Me Laugh" and it is being published by Dorrance & Co., Philadelphia.

ARMANDO ZEGRI, news chief of NBC international Spanish section, left for Rio de Janeiro Aug. 10 to cover hemisphere treaty conference which began Aug. 15. **EDWARD TOMLINSON**, NBC adviser on Inter-American affairs, already in Rio for conference. Mr. Zegri broadcasts daily reports in Spanish which are transmitted to New York.

JIM ROMINE, farm director of WSB Atlanta, Ga., has been awarded an honorary life membership in the national 4-H Club movement, for "outstanding contribution" to the movement during 1946-47.

BEN GRAUER, of NBC, left New York last week for a two-week flying visit to Japan. He plans to combine a vacation with business by gathering material for a possible shortwave broadcast from Japan to the U. S.

IN EASTERN
NORTH CAROLINA
YOUR SALES
ALPHABET STARTS
WITH ABC . . .
AND PAYS OFF WITH

WRRF-WRRZ
5000 WATTS, 930 KC WASHINGTON, N. C.
1000 WATTS, 880 KC CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations.

These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C. There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRRF, known as "Goldy" and WRRZ, nicknamed "Speedy", sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

FARM STATION?
Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Open Mike

(*Continued from page 36*)

broadcast Congressional sessions has long been before broadcasters. In the face of the Blue Book, plus this initial public acceptance, it seems the ideal low-budget answer to public service programming. Not only is production at a minimum, but programs of this nature would truly be "in the public interest," because of the constant focusing of microphones on national affairs and personalities in the Capitol. Of course, editing must be done to eliminate routine items and condense lengthy proceedings. The move must be made by the networks.

Gordon R. Phillips,
Program Director
WROV Roanoke, Va.
Aug. 13, 1947

IBEW Views on Revision Of License Requirements

EDITOR, BROADCASTING:

Following is a copy of a communication directed to the FCC by Lu-1400 IBEW - AFL, protesting revision of Operators License Requirements. We offer this to your publication as a rebuttal to NAB in their stand on this very important matter.

To:
Federal Communications Commission
From: RBT Lu-1400 IBEW-AFL
Subject: Proposed Revision of Operators License Requirements

It is the considered opinion of the members of this body that any such reclassification as proposed would very definitely be detrimental to the interest of Radio Operators in general and to holders of First Class Licenses in particular since under this revision they would automatically become Second Class Operators. Further, the creation of a Third Class Operator, who would be permitted to operate stations of 1000 watts or less, would lower the standards of Operators of this class of station with the result that stations of this size would no longer hire First Class Men; thus, employment opportunities for First Class Men would be reduced. Further; while on the subject of Radio Operators License, we would like to point out that Radio Operators are required to serve in a position at a radio station for which a license is required for a period of three years out of the five the license covers, in order to have it renewed without re-examination. It would seem that this is entirely inconsistent with the requirements for other types of licenses; namely, Ships Officers, Stationary Engineers and Doctors, all of whom are required to take no further examinations once the applicant has demonstrated his ability and is granted a license. Since the lives of hundreds of persons often depend upon the knowledge and skill of men in these professions, it would seem pertinent to inquire why Radio Operators have thus been set apart.

William C. Bareham, President,
R.B.T. Local Union No. 1400
I.B.E.W., Baltimore, Md.
(P.O. Box No. 1, Cockeysville, Md.)
Aug. 15, 1947

* * *

$10,000 FM Launching Figure Declared Low

EDITOR, BROADCASTING:

I have long been an admirer of the station policies of WEAW-FM Evanston, Ill. Therefore, when I read your story of their success in the Aug. 11th issue, I felt that I should write to you and tell you how much I enjoyed the article. Only, I fail to see how Mr. Wheeler can believe that an FM station could be launched for $10,000. We recently received a grant for a Class A, and even with rented property, our cost will be above $20,000. I respect Mr. Wheeler's contentions but I'm afraid that I can't agree with him. In fact, I'll stake him to a spaghetti dinner during the FMA Convention in New York next month if he can point out how a station could be launched for $10,000.

Henry E. Stabile, Vice President,
Coastal Broadcasting Co. Inc.,
Bayshore, N. Y.
Aug. 15, 1947

POWLEY OBJECTS

Decries Revision in Licensed Operator Requirements

IN A LETTER sent Aug. 15 to FCC Chairman Charles R. Denny, A. T. Powley, president of National Assn. of Broadcast Engineers and Technicians, decried the revision in requirements for licensed operators.

He pointed out that "the action of the NAB in attempting to influence the Commission in this instance is for one purpose only—to lower the standard of radio telephone operators in order that they may be hired at a decreased salary rate . . ."

He cited the case of ". . . KPHO Phoenix, Ariz., where first class operators were discharged and third class operators were hired in their place. The manager of this station was taking advantage of the Commission's Order 91-C, which was then effect. . . . We do not wish to see the present standards lowered, but suggest an up-grading which tends to improve radio broadcasting . . ."

WMPS Promotion

HAROLD R. KRELSTEIN, general manager of WMPS Memphis, arrived in New York Aug. 19 to tell of station's promotion plans in connection with its move from 1460 to 680 kc pending formal approval by FCC. At a luncheon he gave for 45 timebuyers in Chicago Aug. 21 Mr. Krelstein said promotion would cost station $50,000 for 30-day celebration and would include over 3,000,000 newspaper impressions plus special transcribed greetings from major ABC stars. Full details of station plans for switchover could not be released at present, Mr. Krelstein said.

RADIO LISTENERS COMMITTEE of the San Francisco Bay Branch of the American Assn. of University Women has awarded special commendation to nine programs heard over KPO-NBC San Francisco. John W. Elwood, general manager of KPO, in accepting commendations pointed out that it was noteworthy that a majority of the KPO programs elected by the committee are commercially sponsored shows

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

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CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
8098 Windemere Ave. Drexel Hill, Pa. Sunset 2537W

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WILLIAM E. RICHARDSON
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Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

PROMOTION

JOE G. HUDGENS, promotion manager of KRNT Des Moines Radio Theatre, has been named station promotion manager. Mr. Hudgens succeeds LEON M. TAYLOR, resigned.

J. R. BRITE, former copy chief for Haehnle Adv., Cincinnati, has been appointed promotion manager of WINZ Hollywood, Fla. He also will head the copy and advertising departments of the station.

CHARLES L. BURROW, former assistant publisher of the Oregon Voter, Portland, Ore., has been appointed promotion manager of KEX Portland. He succeeded DOUG BILLMEYER, who resigned to join KOMO Seattle.

LLOYD BALDWIN, formerly with Lever Brothers Co., Cambridge, Mass., has joined WZIP Coyington, Ky., as promotion manager and farm editor.

Music Scholarship

TO DISCOVER and give material aid to promising talent, WTRY Troy, N. Y., sponsored a piano competition during July and August, awarding a full-year scholarship to Juilliard School of Music, New York, to the winner. Competition was organized into four main activities; studio auditions, competition broadcasts, final judging and broadcast of winner's recital. Broadcasts were aired every Thursday at 8:30 p.m. for five weeks. Each contestant received a transcription of the broadcast upon which he appeared, and judges received WTRY cigarette lighters. During competition period, three-quarter page ads were run in Albany Times Union, and contest was plugged on WTRY shows, in addition to other promotion used by station.

CMQ Brochure

REVIEW of the activities of CMQ Havana, Cuba, for 1946-47 is presented in attractive brochure released by that station. Comparative study of Cuba's radio audience, based upon figures released by Advertisers Assn. of Cuba, is shown by means of several illustrated charts. Center spread of brochure gives photos of 17 CMQ programs selected by Advertisers Assn. of Cuba in its fourth National Radio Contest—out of 22 prize winning programs selected, 17 were broadcast by CMQ Network. Coverage map of Cuba also is included, and drawings of Radiocentro, new home of CMQ.

Demonstrates FM

LAUNCHING a concentrated campaign to acquaint radio distributors, dealers and agencies with all aspects of FM broadcasting, and to stimulated sale of FM receivers, KDYL Salt Lake City, entertained more than 200 distributors, dealers and agency representatives at series of luncheons prior to opening of KDYL-FM, scheduled for Sept. 1. Demonstrations of FM broadcasts followed each luncheon and also discussions of programming aspects of KDYL-FM. Salt Lake City distributors of FM receivers placed models on display in the KDYL Radio Playhouse, where luncheons were held, for the series of meetings. Television demonstrations also were presented, as KDYL plans to begin experimental video programs over its station, W6XIS, early in October.

Fred Bennett Featured

GOOD HUMOR MAN Fred Bennett, record m.c. of KTSA San Antonia, Tex., is featured in latest promotion piece prepared by that station. Two-color folder presents photos of Mr. Bennett in the various impersonations that he uses on his shows. Review of formats of several "Bennett Shows" is concluded with statement, "To Brighten Your Sales in San Antonio and South Texas —Use KTSA and Fred Bennett."

Sports Folder

HIGHLIGHTS of "Sports Clinic" program heard on WFIL Philadelphia, are presented in pictures and stories in new promotional folder issued by Katz Agency, representative for WFIL. Done in two colors, folder gives details of show's format, timebuying facts, and pictures of guest stars who have appeared on the show during the past year. Tom Moorehead and Don Kellett, who conduct the "Sports Clinic," are featured on the cover of the folder, which is headed, "They Ask 'Em and Answer 'Em on the 'Sports Clinic'." Folder is illustrated throughout with drawings of various sports.

Egg Contest

TO PROMOTE local showing of film, "The Egg & I," KILO Grand Forks, N. D. staged a contest seeking heaviest chicken egg. Eggs were weighed on apothecaries scales and the winner was an unmade-omelet weighing a few tenths of a gram less than a quarter of a pound. Owner received a quarter of a ton of Dakota Maid Laying Mash and a two months theatre pass.

Six-Foot Birthday Cake

DURING the All-Iowa Fair in Cedar Rapids, WMT that city, promoted its 25th anniversary with a booth in the Exposition Hall. Booth was highlighted by a six-foot birthday cake with 25 electric candles. Station gave away 10,000 balloons and pencils to visitors at the booth during the week of the fair.

Stipulation to KFDM

FCC STIPULATED Aug. 21 that KFDM Beaumont, Tex., in accepting its grant to increase power from 1 to 5 kw on 560 kc [BROADCASTING, March 3], must also accept any interference that results if 560-kc applications of WHBQ Memphis and KWTO Springfield, Mo., are granted. The order was adopted on petition of WHBQ and KWTO. WHBQ has applied for a switch from 1400 kc with 250 w to 560 kc with 5 kw day and 1 kw night. KWTO, now on 560 kc with 5 kw day and 1 kw night, is seeking to increase nighttime power to 5 kw. FCC denied KWTO's petition to set aside the KFDM grant.

Chadwick Testimony

I. E. CHADWICK told a House Labor Committee during a hearing on August 7 investigating James C. Petrillo that Universal International Inc., sought a compromise with the AFM boss recently. Mr. Chadwick said he had just learned that acceptance of the offer might soon be forthcoming and admitted that it might be the result of pressure from the Congressional investigation. BROADCASTING erroneously reported on August 11, that the testimony had been offered by Milton Schwartzwald.

BUBBLES IN THE AIR

WDRC Stages Blowing Contest
—In Hartford's Pope Park—

Hartford youngsters crowd around Announcer Sheehan and his assistant, Jane Redding in l. background.

WDRC Hartford, Conn., this month presented what it believes was the first broadcast of a "permanent" bubble-blowing contest. Intrigued by a new "permanent" bubbles product, WDRC idea men bought a load of it, went to Hartford's Pope Park and lured scores of youngsters into the contest.

A wrist watch was presented to the boy winner and a bracelet to the girl winner.

The show was handled by Announcer Bill Sheehan, assisted by Jane Redding, the station management reports.

TRANSCRIBED AND AVAILABLE

for a

27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel • Kansas City 6, Mo.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

A population made prosperous from manufacturing, lumber, live stock, cotton, oil, grains, fruits, and vegetables. For detailed information write—

FRANK O. MYERS, *Mgr.*

Taylor-Howe-Snowden Radio Sales

KCMC AND KCMC-FM

NATIONAL REPRESENTATIVES

● **YOU NEED**

Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● **YOU SAVE**

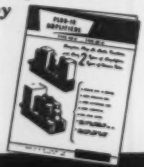
By conserving rack space.

By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

● **YOU HAVE QUALITY**

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form... write for it today.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 39 W. 65 St. 23 - SAN FRANCISCO 10 50 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

August 22 Decisions . . .

BY A BOARD

AM—1170 kc

Southern Bcstg. Co., Montgomery, Ala.—Adopted order granting petition of Joseph G. Mathews, et al, d/b as Southern Bcstg. Co., to grant application by simple order. Said application was granted for new station 1170 kc 1 kw-N 10 kw-D unl. DA. (Comr. Durr not participating).

Assignment of License

KWTX Waco, Tex.—Granted consent to assignment of license of KWTX from Beauford H. Jester, individually and as trustee for W. W. Callan, etc., to KWTX Bcstg. Co., Texas corporation composed of same persons.

Modification of CP

WGR Buffalo, N. Y.—Granted mod. CP to make changes in DA and ground system, and extension of completion date.

KTHT Houston, Tex.—Granted mod. CP to increase N power from 1 kw to 5 kw, change trans. location and install different DA arrays for N and D operation.

Petition Granted

Boulder City Bcstg. Co., Las Vegas, Nev.—Granted petition for reconsideration and grant of application for new station 920 kc 1 kw D.

Modification of CP

WDEV Waterbury, Vt.—Granted mod CP for approval of DA system to meet engineering cond., subject to approval of proposed trans. site and ant. system by CAA, and provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Petition Dismissed

Martin P. Catherwood, Commissioner of Commerce, State of New York—Dismissed petition requesting deletion of call letters WNYS assigned to Patroon Bcstg. Co.'s station of Albany, N. Y.

Petition Granted

WRUF Gainesville, Fla.—Granted petition insofar as it requests leave to amend application to specify revised DA and removal from hearing docket. Insofar as petition requests grant without hearing, it is dismissed.

KTBS Shreveport, La.—Granted petition for leave to amend application to substitute Radio Station KTBS Inc. as applicant in place of applicant partnership.

William Courtney Evans, Dover, Del.—Granted petition for leave to amend application to specify 100 w instead of 250 w.

Gila Bcstg. Co., Winslow, Ariz.—Granted petition for leave to amend application to specify 1010 kc with 1 kw unl. instead of 1580 kc 1 kw unl. Amendment accepted and application removed from hearing docket.

WHP Harrisburg, Pa.—Granted petition for leave to amend application to show revised DA.

WWON Woonsocket, R. I.—Granted petition to accept late appearance in re application of WEPL.

Farmers' Chemical Co., Kalamazoo, Mich.—Granted petition to dismiss without prejudice application.

Crest Bcstg. Co. Inc., Pascagoula, Miss.—Granted petition for leave to amend application to specify 1120 kc instead of 800 kc etc. Amendment accepted and application removed from hearing docket.

Clarence J. McCredie and Bernice M. McCredie, Wenatchee, Wash.—Granted petition requesting leave to amend application to specify 1490 kc instead of 1230 kc etc. Amendment accepted and application as amended removed from hearing docket.

Petition Dismissed

Pittsburgh Bcstg. Co., Pittsburg, Calif.—Dismissed petition requesting Commission schedule early hearing date in further hearing upon application.

Petition Granted

WLIB Brooklyn, N. Y.—Granted petition requesting extension of time within which to file proposed findings of fact and conclusion in re Dockets 7674 et al, and time was extended to and including Sept. 17.

Record Closed

WOOP Inc., Dayton, Ohio et al—Ordered that stipulations and attachments thereto filed by parties to this consolidated hearing on Aug. 15, be received and made part of record; that record is hereby closed, and further hearing scheduled for Aug. 28, is cancelled.

Petition Granted

Bay State Bcstg. Co., New Bedford, Mass.—Granted petition for leave to amend application to specify 1230 kc 100 w unl. instead of 1400 kc 250 w unl. Amendment was accepted and application removed from hearing docket.

ACTIONS OF THE FCC

AUGUST 22 TO AUGUST 28

CP-construction permit	**ant.-antenna**	**cond.-condition(s)**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

August 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KITO San Bernardino, Calif.—Mod. CP, as mod., which authorized new standard station to change type trans. and for extension of completion date. AMENDED to change type trans.

WMBR Jacksonville, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new DA-N, trans. and change trans. location and mount FM ant. on AM tower, to make changes in DA and for extension of completion date.

WFEC Miami, Fla.—Mod. CP which authorized new standard station to change frequency from 1220 to 1230 kc, change hours from D to unl., change power from 250 w D to 250 w DN and for approval of ant. and trans. location.

WKMA Quitman, Ga.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WMBD Peoria, Ill.—Mod. CP which authorized installation of DA-N and increase power to install new trans., make changes in DA and mount FM ant. on No. 4 tower, change trans. and studio location.

WKJG Fort Wayne, Ind.—Mod. CP, as mod., which authorized new standard station to mount FM ant. on tower which is located on property site of AM DA.

AM—1580 kc

The Gate City Co., Keokuk, Iowa—CP new standard station 1100 kc 250 w D. AMENDED to change frequency from 1100 to 1580 kc, power from 250 w to 1 kw; change type trans. change location and change studio location.

AM—1490 kc

WJBK Detroit—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSIM Sikeston, Mo.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

KOPR Butte, Mont.—Mod. CP, as mod., which authorized new standard station to make changes in DA.

WFNC Fayetteville, N. C.—Mod. CP which authorized installation of new vertical ant. and mount FM ant. on top and change trans. location for extension of completion date.

AM—1420 kc

Wilson Radio Co., Wilson, N. C.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1420 kc; power from 250 w to 1 kw D, hours from unl. to D and change type trans.

Modification of CP

WAKR Akron, Ohio—Mod. CP, as mod., which authorized changes in DA-N and changes in ground system, for extension of completion date.

KDUR Durant, Okla.—Mod. CP which authorized new standard station for extension of commencement and completion date.

AM—930 kc

WKY Oklahoma City—Authority to determine operating power by direct measurement of ant. power.

License for CP

KIOX Bay City, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KBOO Hillsboro, Tex.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location. AMENDED to make changes in ant. and ground system.

KPAC Port Arthur, Tex.—Mod. CP which authorized increase power, install new trans. and change trans. location, for extension of completion date.

AM—1230 kc

Hilding V. Foreen, Merrill, Wis.—CP new standard station 1230 kc 100 w unl. AMENDED to change name of applicant from Hilding V. Foreen to Lakeland Bcstg. Corp.

Modification of CP

WSAU Wasau, Wis.—Mod. CP which authorized installation of new vertical ant. with FM ant. on top, and change in trans. location, to make changes in vertical ant.

KDFN Casper, Wyo.—Mod. CP which authorized to install new trans. for extension of completion date.

KMPC-FM Los Angeles—Mod. CP which authorized new FM station for extension of completion date.

KRCC Richmond, Calif.—Mod. CP which authorized new FM station to change frequency to Channel 239, 95.7 mc, type trans. and change commencement and completion date and change type station to Class B, ERP 9.8 kw.

WDWS-FM Champaign, Ill.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 25.5 kw; ant. height above average terrain to 427 ft. and make changes in ant.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000 Retail Market

you need

WSAZ

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT

930 KC
ABC PROGRAMS

represented by BRANHAM

system and change commencement and completion dates.

WSOY-FM Decatur, Ill.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WTPS-FM New Orleans, La.—Same.

WJLB-FM Detroit—Same.

WCAR-FM Pontiac, Mich.—Mod. CP, as mod., which authorized new FM station to change frequency from Channel 278, 103.5 mc, to Channel 234, 94.7 mc.

WIBX-FM Utica, N. Y.—Mod. CP which authorized new FM station for extension of completion date.

WHPE-FM High Point, N. C.—Mod. CP which authorized new FM station to change type trans., ERP to 48.9 kw.

WTRF Bellaire, Ohio—Mod. CP which authorized new FM station for extension of completion date.

Crosley Bcstg. Corp., Dayton, Ohio—CP new FM station (Class B) on Channel 248, 97.5 mc, ERP 20 kw.

WMOH-FM Hamilton, Ohio—Mod. CP, as mod., which authorized new FM station to change type trans.

WWST-FM Wooster, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KWIL-FM Albany, Ore.—Mod. CP which authorized new FM station for extension of completion date.

KOIN-FM Portland, Ore.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WSM-FM Nashville, Tenn.—Same. Also mod. CP, as mod., which authorized changes in FM station to change type trans., change trans. site, ERP to 66 kw and make changes in ant. system.

KLTI Longview, Tex.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WDBJ-FM Roanoke, Va.—Same.

WKWK-FM Wheeling, W. Va.—Mod. CP, as mod., which authorized new FM station to change type trans., ERP to 17.2 kw, ant. height above average terrain to 468.75 ft.; change trans. site and make changes in ant. system.

WFHR-FM Wisconsin Rapids, Wis.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

KCRW Santa Monica, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

WDTR Detroit, Mich.—Same.

KOKU Norman, Okla.—Same.

Penn-Allen Bcstg. Co., area of Lehigh County, Pa.—CP new remote pickup station on 152-162 mc, 35 w and emission special for FM, hours of operation in accordance with Sec. 4.403.

AM—1400 kc

KARV Mesa, Ariz.—Authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

WINX Washington, D. C.—CP to install new main trans. and install synchronous amplifiers near Garden City, Arlington, Va. and Rock Creek Park, Montgomery County, Md., to be operated with main trans. on 1340 kc 250 w.

AM—1230 kc

WQUA Moline, Ill.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

WVLN Olney, Ill.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

Educational Twist

"GOOD NEIGHBOR" winners on Tom Breneman's *Breakfast in Hollywood* program on ABC will be used as a basis for a study of the basic motivations behind unselfish acts. Making study is Prof. Pitrim A. Sorokin, Harvard University's world-famous sociologist and author of recently published *Society, Culture and Personality.*

AM—1060 kc

Deep South Bcstg. Corp., New Orleans—CP new standard station 1060 kc 10 kw-N 50 kw-D DA-DN unl. AMENDED to change power from 10 kw-N 50 kw-D to 5 kw-N 50 kw-D and change DA-N pattern (DA-2).

WNOE New Orleans—CP change frequency from 1450 to 1060 kc, change power from 50 kw-DN to 50 kw-D and 25 kw-N, install new trans., and DA-DN and change trans. location. AMENDED to change power from 25 kw-N 50 kw-D to 5 kw-N 50 kw-D DA-DN and change trans. location.

License for CP

KXLW Clayton, Mo.—License to cover CP which authorized installation of new trans.

AM—1460 kc

Governor Dongan Bcstg. Corp., Albany, N. Y.—CP new standard station 1460 kc 5 kw DA-DN and unl. AMENDED re stockholders.

License for CP

KTIL West of Tillamook, Ore.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

Colorado City Bcstg. Co., Colorado City, Tex.—CP new standard station 1490 kc 250 w unl. Contingent upon KBST being granted change of facilities.

WPDX Clarksburg, W. Va.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WPLH Huntington, W. Va.—License to cover CP which authorized to install new trans. and authority to determine operating power by direct measurement of ant. power. Also license to use old main trans. for aux. purposes with 250 w.

Modification of CP

KTML Los Angeles—Mod. CP which authorized new FM station for extension of completion date.

KLIK-FM San Diego, Calif.—Mod. CP which authorized new FM station to specify trans. site, change ant. height above average terrain to 768 ft.; specify type trans. and ant. system.

WBIB New Haven, Conn.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

WLET Toccoa, Ga.—Same.
WEBQ-FM Harrisburg, Ill.—Same.
WHBF-FM Rock Island, Ill.—Same.
KTSJ Topeka, Kan.—Same.
WHAV-FM Haverhill, Mass.—Same.
KOAD Omaha, Neb.—Same.
WDOS-FM Oneonta, N. Y.—Same.
WFNC-FM Fayetteville, N. C.—Same.

FM—96.9 mc

Fayetteville Bcstrs. Inc., Fayetteville, N. C.—CP new FM station (Class B) on frequency in 100 mc band and ERP of 20 kw. AMENDED to change frequency to Channel 245, 96.9 mc.

Modification of CP

WKBN-FM Youngstown, Ohio—Mod. CP which authorized new FM station for extension of completion date.

KDKA-FM Pittsburgh—Same.
WSIX-FM Nashville, Tenn.—Same.
KYFM San Antonio, Tex.—Same.
WTRN Wichita Falls, Tex.—Same.
WBTM-FM Danville, Va.—Same.
WHTN-FM Huntington, W. Va.—Same
WTMJ-FM Milwaukee—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.

KNBH Los Angeles—Mod. CP for new commercial television station for extension of completion date.

Radio Corp. of America, to be used within the Continental U. S.—Mod. CP which authorized construction of new exp. television relay station W10XLW for extension of completion date.

Developmental

WINX Washington, D. C.—CP new developmental station on 936 mc, emission A-O and special for FM power 20 w and unl. in accordance with Sec. 4.363.

APPLICATION RETURNED

Modification of CP

WVVW Fairmont, W. Va.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant., trans. and studio location and for voluntary assignment of CP to Fairmont Bcstg. Co. RETURNED—Should be submitted as two applications.

TENDERED FOR FILING

AM—1450 kc

The Ensley-Fairfield Bcstg. Co., Ensley, Ala.—CP new standard station 1450 kc 250 w unl. (Contingent on WTBC change to 1230 kc).

AM—1350 kc

KGHF Pueblo, Col.—CP to increase 500 w-N 1 kw-D to 1 kw-N 5 kw-D, install DA-N and new trans. and change trans. location.

AM—1450 kc

Bower Implement Co., Breckenridge, Minn.—CP new standard station 1450 kc 250 w unl.

AM—900 kc

Moore County Bcstg. Co., Dumas, Tex.—CP new standard station 900 kc 250 w D.

SSA—860 kc

KSFA Nacogdoches, Tex.—Request for SSA to operate additional hours from regular sign off time to broadcast special events with 500 w on 860 kc.

TENDERED FOR FILING

AM—740 kc

Southland Bcstg. Co., Long Beach, Calif.—CP new standard station 740 kc 1 kw D DA.

Transfer of Control

WBLW Lake Worth, Fla.—Consent to transfer of control from James K. Edmundson, Charlotte Edmundson, Frank R. Knutti and Elaine Knutti, to Clarence L. Menser.

AM—1210 kc

Panola Bcstg. Co., Carthage, Tex.—CP new standard station 1210 kc 250 w D.

August 26 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1460 kc

Announced adoption of proposed decision as hearing examiner's recommendation looking toward grant of application of Governor Dongan Bcstg. Corp. for CP new standard station at Albany, N. Y., 1460 kc 5 kw unl. which is facility to be relinquished by WOKO Albany pursuant to FCC's denial of license renewal to WOKO. Same time Commission concurred in examiner's recommendation to deny mutually exclusive applications of Van Curler Bcstg. Corp. and The Joseph Henry Bcstg. Co. Inc. for same facilities and additional application of The Joseph Henry Bcstg. Co. Inc. for license to operate present WOKO facilities. Proposed grant cond. to Governor Dongan Bcstg. Corp. filing within 60 days and approval of application for mod. CP incorporating DA-N system proposed by The Joseph Henry Bcstg. Co. Inc. and selection of site which would enable it to given complete coverage to Albany. By separate order FCC extended one month from Aug. 31 temporary authority under which WOKO is operating.

August 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KCUD Stuttgart, Ark.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

AM—830 kc

Southern California Bcstg. Co., Pasadena, Calif.—CP to change frequency from 1430 to 830 kc, increase power from 1 to 5 kw, install new trans. and ant. and move trans. AMENDED to change power from 5 kw to 50 kw, changes in ant. and ground system; change type trans. and change trans. location.

AM—1370 kc

American Pacific Radio Bcstg. Co., Redlands, Calif.—CP for new standard

(*Continued on page 54*)

Small in size—
but big in Quality!

Western Electric

755A 8" LOUDSPEAKER

The smallest of a complete line of Western Electric speakers from 8 to 120 watts, the 755A offers quality reproduction that would make a giant proud.

Details? Here are just a few—8 watts power capacity . . . 70 to 13,000 cycle frequency response . . . 70° coverage angle . . . 4¾ lbs. weight . . . 2 cu. ft. enclosure needed . . . 4 ohms input impedance.

More details? Write Graybar Electric Company, 420 Lexington Avenue, New York 17, New York—or

ASK YOUR LOCAL **GraybaR**
BROADCAST REPRESENTATIVE

FCC Actions

(*Continued from page 53*)

Applications Cont.:

station to be operated on 1370 kc, power of 500 w DA-N unl. AMENDED to use DA-DN (DA-1) and to change trans. location.

Modification of CP

KSPA Santa Paula, Calif.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant., trans. and studio locations.

AM—1240 kc

WINK Fort Myers, Fla.—CP to install new trans.

AM—1400 kc

Northeast Georgia Bcstg. Co., Gainesville, Ga.—CP new standard station to be operated on 1400 kc, power of 250 w unl. AMENDED to change trans. location from—to be determined.

License for CP

WSBT South Bend, Ind.—License to cover CP, as mod., which authorized increase in power, install new trans. and changes in DA and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWGB Goodland, Kan.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant. and trans. location.

License for CP

KALB Alexandria, La.—License to cover CP which authorized to make changes in DA and mount FM ant. on top of center tower and increase power and install new trans., respectively, and authority to determine operating power by direct measurement of ant. power.

AM—1090 kc

WMUS Muskegon, Mich.—Authority to determine operating power by direct measurement of ant. power.

AM—550 kc

KSD St. Louis, Mo.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WGBB Freeport, N. Y.—License to cover CP which authorized installation of new vertical ant. with FM ant. mounted on top and ground system and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WVOS Liberty, N. Y.—Voluntary assignment of CP to Sullivan County Bcstg. Corp.

License for CP

WADE Wadesboro, N. C.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

AM—1150 kc

Northwestern Ohio Bcstg. Corp.—CP for new standard station to be operated on 1150 kc, power of 1 kw, DA unl. AMENDED re officers, directors and stockholders.

AM—1280 kc

Eugene Bcstrs., Inc., Eugene, Ore.—CP for new standard station to be operated on 1280 kc, power of 1 kw, DA unl. AMENDED to change DA-N pattern using non-directional for D change type trans., studio location.

Modification of CP

WHOL Allentown, Pa.—Mod. CP which authorized new standard station for approval of ant. and trans. location and specify studio location.

AM—950 kc

Leaf-Chronicle Co., near Clarksville, Tenn.—CP for new standard station to be operated on 1140 kc, power of 1 kw D. AMENDED to change frequency from 1140 to 950 kc.

Modification of CP

WGNC Amarillo, Tex.—Mod. CP, as mod., which authorized change in frequency, increase in power, change type of trans., install DA-DN, change trans. location for extension of completion date.

License for CP

WFLD Farmville, Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Voluntary Acquisition

WRFW Eau Claire, Wis.—Voluntary acquisition of control of permittee corp. from John I. Kaiser to Keith Werner.

License for CP

WJMC Rice Lake, Wis.—License to cover CP which authorized installation of new vertical ant. and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

License for CP

WFMD-FM Frederick, Md.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WHDH-FM Boston, Mass.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

FM—99.3 mc

WLOX Bcstg. Co., Biloxi, Miss.—CP for new FM station (Class A) to be operated on Channel 257, 99.3 mc, ERP of 1 kw.

TV—192-198 mc

Empire Coil Co. Inc., Avon, Conn.—CP for new commercial television station to be operated on Channel No. 10 192-198 mc, power of vis. 5 kw (peak) aur. 2.5 kw unl.

TV—6800-7050 mc

Earle C. Anthony, Inc., Los Angeles and Neighboring counties—CPs for two new experimental television relay stations on frequencies between 6800 and 7050 mc, power of 0.1 w, emission A5 and unl. in accordance with sections 4.131(b) and 4.163.

APPLICATION DISMISSED

AM—1340 kc

Coast Counties Bcstrs., Salinas, Calif.—CP for new standard station to be operated on 1340 kc, power of 250 w unl. Contingent upon KHUB being granted change of frequency. DISMISSED 8-1-47 KHUB dismissed.

APPLICATION RETURNED

Modification of CP

WLAK Lakeland, Fla.—Mod. CP which authorized to change frequency, increase power and install new trans. for extension of completion date. RETURNED 8-21-47 application incomplete.

TENDERED FOR FILING

Transfer of Control

WDHL Bradenton, Fla.—Consent to transfer of control to Wabash Bcstg. Co., Inc.

Assignment of License

WABJ Adrian, Mich.—Consent to assignment of license to James Gerity Jr.

WWOK Flint, Mich.—Consent to voluntary assignment of license to Cooperative Radio Co.

AM—1240 kc

St. Cloud Bcstg. Co., St. Cloud, Minn.—CP for new standard station to be operated on 1240 kc, power of 250 w unl.

AM—1490 kc

William Howard Cole, Philadelphia, Miss.—CP for new standard station to be operated on 1490 kc, power of 250 w unl.

AM—1340 kc

San Joaquin Bcstrs., Las Vegas, Nev.—CP for new standard station to be operated on 1340 kc, power of 250 w unl.

Assignment of License

WFTC Kinston, N. C.—Consent to assignment of license to WFTC Bcstg. Co. Inc.

AM—1340 kc

Arthur D. Smith Jr., Winchester, Tenn.—CP for new standard station to be operated on 1340 kc, power of 250 w unl.

AM—1420 kc

WLOW Norfolk, Va.—Mod. CP to change frequency from 1590 to 1420 kc using 1 kw power D.

AM—990 kc

William M. Gleiss, Sparta, Wis.—CP for new standard station to be operated on 990 kc, power of 250 w D.

Transfer of Stock

KRCC Richmond, Calif.—Consent to transfer of 109 shares of stock held by John F. Galvin Sr. in permittee corp. to John F. Galvin Jr.

August 27 Decisions . . .

BY A BOARD

AM—1490 kc

The Torrington Bcstg. Co. Inc., Torrington, Conn.—Adopted order granting application for new standard station 1490 kc 250 w unl.

AM—990 kc

The Litchfield County Radio Corp., Torrington, Conn.—Granted CP new standard station 990 kc 1 kw D; engineering cond.

BY THE SECRETARY

WGTL Kannapolis, N. C.—Granted license for new station 870 kc 1 kw D.

WHIN Geneva, N. Y.—Granted license for new station 1240 kc 250 w unl.

BEST IN WEST is verdict of Advertising Assn. of West relative to NBC *The Fifth Horseman*, public service series dealing with problems of atomic energy. Robert J. McAndrews (l), audience promotion head of Young & Rubicam Inc., Hollywood, and AAW regional vice president, presents citation to Sidney N. Strotz, vice president in charge of network's Western Division, during meeting of Hollywood Advertising Club.

KTJS Hobart, Okla.—Granted license for new station 1420 kc 250 w D.

WAZF Yazoo City, Miss.—Granted license for new station 1230 kc 250 w unl.

WDUZ Green Bay, Wis.—Granted license for new station 1400 kc 250 w unl. and for change in studio location.

WBAT Marion, Ind.—Granted license for new station 1600 kc 500 w D and to specify studio location.

WMMT McMinnville, Tenn.—Granted license for new station 1230 kc 250 w unl.

WRTA Altoona, Pa.—Granted license for new station 1240 kc 250 w unl.

KXLO Lewistown, Mont.—Granted license for new station 1230 kc 250 w unl. time and to specify studio location.

WMMW Meriden, Conn.—Granted license for new station 1470 kc 1 kw D and for change of studio location.

WDMG Douglas, Ga.—Granted license for new station 860 kc 1 kw D.

WWOD Lynchburg, Va.—Granted license for new station 1390 kc 1 kw DA unl. and to specify studio location.

WKBC North Wilkesboro, N. C.—Granted license for new station 810 kc 1 kw D.

WGAD Gadsden, Ala.—Granted license for new station 1350 kc 1 kw DA unl. and for change of studio location.

WMID Atlantic City, N. J.—Granted license for new station 1340 kc 250 w unl. and for change of studio location.

WENA Bayamen, P. R.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WFIN Findlay, Ohio—Granted CP install new ant. and mount FM on top of AM tower.

(*Continued on page 64*)

ANNOUNCEMENT

For the convenience of the radio executives attending the NAB convention, BROADCASTING Magazine will publish four Daily Newspapers in Atlantic City, Sept. 15-18.

Over 3000 copies of the tabloids will be distributed free to convention delegates. Another 1000 will be mailed daily to national and regional radio agencies and advertisers.

A complete round-up of the various meetings will be reported daily by BROADCASTING'S convention staff of 14 reporters.

For the convenience of those companies who may have an advertising message to direct to the NAB delegates, limited space is being accepted. Rates are based on the 4000 circulation and are considerably lower than regular issue costs. Ad sizes are larger. Final deadline for advertising copy Sept. 8. Wire collect today for full details.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

PROGRAMS

TWO-WEEK STATEWIDE tour of ten Oklahoma cities was conducted by Bruce Palmer, news director of WKY Oklahoma City, in conjunction with his Mon. through Fri. program, "Oklahoma Front Page," sponsored by Phillips Petroleum Co., Bartlesville, Okla. Broadcasts were made from editorial offices of the local newspapers, with interviews with editors and verbal descriptions of the city featured. Following tour and series of broadcasts, station prepared a tour summary presentation in form of a newspaper. Presentation contained sample clippings of 65 column inches of publicity in state newspapers, 73% of this front-page material. Paid advertising by Phillips dealers totaling 177 inches, samples of WKY created publicity and pictures, and pictures of actual broadcasts were included.

Local Scouts Interviewed From France

INTERVIEWS with four local Boy Scouts and a Scout Master attending the Boy Scout World Jamboree at Moisson, France, were aired a fortnight ago by WHP Harrisburg, Pa., through arrangements with the BBC. Richard Dimbelby, of the BBC, made a trip to the Moisson Camp and recorded interviews with the Scouts from the Harrisburg area. The records were flown to London, broadcast shortwave, and picked up by WHP's shortwave listening station. WHP's exclusivity of broadcast was demonstrated by BBC opening with "This is London calling WHP in Harrisburg, Pa.," and call letters were mentioned frequently throughout interviews. Bulletins giving the time of the broadcast and names of participants were mailed to all Boy Scout Troops in the WHP coverage area.

Peachy Programs

CHRONICLE of what peach production has meant and will mean to the world peach consuming population was presented in a daily 15-minute program on WCNT Centralia, Ill., during the final week in August. Series, titled "In Appreciation of Southern Illinois Peaches," was planned in recognition of Southern Illinois' pride and dependance on its huge peach crop. Aired daily at 9 a.m., programs emphasized important place peaches will have in world food picture this year because of tremendous world-wide food shortage. Daily reports were given as to which areas are ripe for picking and peach growers were interviewed for up to date peach news.

Not Limited to Teen-Agers

BELIEVING that popular record shows attract listeners other than those in the teen-age group, KSAL Salina, Kan. recently changed the policy of its teen-age club record program and announced that anyone from 1 to 60 years of age could be a member. Gene Fullen, m.c. of the show, mails membership cards to listeners on request, formerly only to teen-agers. Station reports that following the change in policy announcement, letter from two listeners was received stating, "We are 73-year-old twins and we want to know if you could stretch your age limits to include us. Our friends do not appreciate swing music, but we LOVE it. . ." The twins are now full-fledged member-listeners of the show.

'The Man on the Lot'

PROSPECTIVE used-car buyers are interviewed on new daily 10-minute show on WLOW Norfolk, Va., using remote pickup directly from used-car lot of Sonkin Motor Co., sponsor of the program. Titled "The Man on the Lot," show presents interviews with customers who are looking at cars during the broadcast time. Dick Gould, program m.c., claims to have sold a couple of cars himself, in addition to other sales resulting from the programs. Daily safety reports and accounts of automobile accidents also are incorporated in "Man on the Lot" in conjunction with the Norfolk Dept. of Public Safety.

Children's Stories

POPULAR LITERATURE for children is being aired daily over WOWO Fort Wayne, Ind., on "Stories for Marmaduke" program, heard at 4:45 p.m. Production Director Art Lewis handles the part of the "Pagekeeper" who tells "Stories for Marmaduke," a book worm with thirst for knowledge. Staff organist supplies musical bridges and backgrounds to add realism. Publishing houses, authors and agents have cooperated in providing material for the shows which are not only educational but also entertaining.

Moves to Fair

TO GIVE listeners a chance to see a record show in action, and to help publicize the Indiana State Fair, WISH Indianapolis in originating its "Hoosier Requestime" program from studios on the state fairgrounds. Specially built dual-turntables are used in presenting the show from the fair studios, daily 3:45-4:30 p.m. (CDT).

Contest to find 'Mrs. E.'

WHEN THE problem came about as to who would replace Betty Flo Mason, who resigned as co-star of "Mr. and Mrs. Entertainment" show over KXOL Ft. Worth, station decided to select a successor through a contest. Sixty applicants were auditioned on the program during the one-week contest. Contestants were interviewed and asked to read a commercial or announce a record. Winner was Page Thompson, who is now "Mrs. E."

'Here Comes Harmon'

TIMING release of new transcribed series with that of Film Classics film, "Spirit of West Point," which features Tom Harmon, former football star, Universal Recorders, Hollywood, is making available to subscribers transcriptions of "Here Comes Harmon." Universal reverses usual procedure in that only two consecutive shows are released at one time because of time element of Mr. Harmon's sports forecasts at end of each program. To enable Mr. Harmon to give last-minute predictions, transcriptions are air-expressed 24 hours after recording and only two weeks in advance of broadcast date.

Vocational Guidance Series

TO SERVE need for vocational guidance and child welfare, KMPC Hollywood, has started 26-week series, "Leaders of Tomorrow," under auspices of nine Southern California Kiwanis Clubs. Feature of program is presentation of weekly citizenship award to boy or girl who has rendered meritorious service to community. Program is under supervision of Hal Hodge, producer-m.c. who is also associated with Los Angeles County school system as coordinator in division of attendance and child welfare.

Wake-Up Service

WAKE-UP service for listeners has been started by Milton Q. Ford on his early morning show on WWDC Washington. Mr. Ford calls it "Get-You-Up-On-Time" service, and he will call listeners at any time they specify. Calls are to be sent to the station the day before they are to be made. Mr. Ford does not guarantee that he will wake listeners "softly"—he just promises to wake them.

Phone From Train

WHEN TELEPHONE service was inaugurated recently on Pennsylvania Railroad's "Congressional Limited," WHP Harrisburg, Pa. broadcast an account of the first phone conversation from the moving train. Dick Redmond, WHP's program director, was aboard the train when it left New York and he placed the call to WHP when train pulled out of Newark station. Conversation was between Mr. Redmond and Abe Redmond, WHP general manager, in the studios. By keeping receiver of telephone close to mike, listeners were able to hear both sides of conversation. Douglas Danford, of New Yorker Magazine, also participated in conversation from the train, explaining advantages of the new service. Station reports receiving more than 75 congratulatory calls following broadcast.

'Name It For Nylons'

FREE NYLON hose are being offered to residents of Cochrane and Kapuskasing in northern Ontario, on program "Name It for Nylons" over CKGB Timmins, Ont. During program three hit selections are played and audience is asked to give opinion of the most popular numbers of the three. Majority of letters for any of the selections makes it the most popular, and a letter is drawn from among those naming the most popular hit for the free nylons.

Race Relations

DESIGNED to foster better racial-religious understanding, dramatic show "Within Our Gates" will start on WWDC Washington, late this fall on Sundays at 11:15 p.m. Program was inaugurated jointly by WFIL Philadelphia and the Philadelphia Fellowship Commission, and won the award of distinguished merit of the National Conference of Christians and Jews. "Within Our Gates" portrays the lives of world figures who have made outstanding contributions to the world. Featured on the first show of the series will be the work of Dr. Charles Drew of Howard U., Washington. Series is written and directed by John Scheuer.

Juvenile Delinquency

IN EFFORT to cut down juvenile delinquency, WILK Wilkes-Barre, Pa., is featuring series of programs titled "There's A Boy Who Lives On Your Street." Program is divided into two parts with a 20-minute dramatization of an actual criminal case history taken from local files and followed by an eight-minute panel discussion of the case by members of law enforcement and social agencies.

Cold Cash

WHEN Boston temperature soared to 99 degrees recently, the prizes awarded on "Curbstone Quiz," aired Mon.-Fri. at 12:15 p.m. on WCOP Boston, were presented to winners in "cold cash." Half dollars handed out for correct quiz answers came incased in ice cubes!

Football Fans Win Radios

FOOTBALL fans will have the opportunity to win Philco portable radios by picking the winners of 40 leading games of the country. Offer will be made by KGO San Francisco, on its "Football Scoreboard" show which starts Sept. 15. Forecasts for following weekend will be given on Monday and winners announced the following Saturday. Contestants must obtain entry blank scorecards from J. M. Long Co., sponsor. "Football Scoreboards," produced in Hollywood, will be televised over KTLA Los Angeles, and broadcast simultaneously over KNX Los Angeles.

Backstage Interview

SHOWS originating at the Shubert Theatre in New Haven, Conn., are being aired over WBIB New Haven, as a 15-minute backstage interview with stage celebrities before the show on opening nights. Titled "Opening Night Interviews," program is heard 7:15-7:30 p.m. An after-the-show interview with audience and critics in the Shubert lobby is another WBIB feature. Titled "First Nighter Forum," latter show is transcribed in lobby and aired the following day from 12:00 to 12:15 p.m.

CARE Discs on Way

TRANSCRIBED announcements for local stations are being distributed by the Advertising Council as part of the campaign for "Cooperative for American Remittances to Europe Inc." Approximately 135 national advertisers, operating under council's radio allocation plan, are supporting famine-relief program.

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOON!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

Service . . .
Performance . .
Results!

CHARLES T. STUART
PRESIDENT AND,
EXECUTIVE DIRECTOR

KFOR ★ STUART STATIONS ★ WDGY
KOIL

EXECUTIVE OFFICES,
STUART BUILDING,
LINCOLN, NEBRASKA

LINCOLN NEBRASKA — Represented by Edward Petry & Co., Inc. — KFOR — Harry Peck—Station Manager — 250 WATTS 1240 KC BASIC ABC

OMAHA CO. BLUFFS — Represented by Edward Petry & Co., Inc. — KOIL — W. J. Newens—Station Manager — 5000 WATTS 1290 KC BASIC ABC

MINNEAPOLIS ST. PAUL — Represented by Avery-Knodel, Inc. — WDGY — Melvin Drake—Vice Pres. & Station Mgr — 5000 WATTS 1130 KC

WBAL's NEW STUDIOS OPEN PUBLICLY TODAY

TODAY is opening day for WBAL Baltimore's "New World of Tomorrow Studios" and the station is preparing for large numbers of visitors.

Located at 2610 N. Charles St., the new building contains seven broadcasting and two television studios. It was designed by James R. Edmunds Jr., Baltimore architect, with the NBC engineering department acting as consultant.

Trained guides will explain the various features to the public on studio tours from 2 to 7 p. m. daily and Sunday. Ultra-modern throughout, the building has four "floating studios" on the first floor, while the second floor houses two large audience studios known as "Air Theater" and "Modernistic Studio."

WBAL Month

SEPTEMBER has been proclaimed as WBAL Month in Baltimore. In a formal proclamation, Thomas D'Alesandro Jr., the city's mayor, said the action was taken "in recognition of the public service and entertainment WBAL rendered the people of Baltimore for the past 25 years."

Miller Selects Members For AFRA Review Board

FOUR NAB members to serve on the industry's joint committee to review AFRA negotiations have been named by NAB President Justin Miller. With four network members, they will constitute the broadcasting segment of the joint AFRA group which originally was proposed last winter by AFRA.

At its January meeting the NAB board had deferred appointment of an industry segment for the joint committee pending further study. Naming of the group was authorized, however, at the board's meeting in Washington last May.

Appointed by President Miller were George J. Higgins, KSO Des Moines; Linus Travers, Yankee Network; Harry R. LePoidevin, WRJN Racine, Wis.; George M. Burbach, KSD St. Louis. Named by the networks as participants were Frank K. White for CBS; Robert D. Swezey for MBS; Ernest de la Ossa for NBC; Joseph A. McDonald for ABC. Date has not been set for the committee's first meeting.

Nielsen Signs MBS

A. C. NIELSEN CO., Chicago, has announced addition of Mutual Broadcasting System Inc., to its list of Nielsen Radio Index clients. Two-year contract is effective Sept. 1. MBS is fourth major network to subscribe.

YOUR *Star* SALESMAN!

That's right, Mr. Advertiser . . . though your star salesman isn't on your payroll, he works for you all day long! WJW consistently promotes your product to more listeners per dollar spent . . . builds your profits higher and higher. WJW is your star salesman!

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

PRODUCTION

CLAY B. DANIEL, WNBC New York producer-director since 1946, has been named production supervisor of WNBC. He will continue to report to **D. L. PROVOST,** WNBC program director, and will direct special programs for the station in addition to his new production supervisory duties.

JOHN WOOLF, former announcer of KSL Salt Lake City, has joined **KEEN** San Jose, Calif., in similar capacity.

JACK FISHER, new to radio, has joined announcing staff of KHUB Watsonville, Calif.

CHARLES A. BULOTTI Jr., program director of Don Lee Broadcasting System, Hollywood, is recovering from an appendectomy.

PAUL MARTIN, program director of WQQW Washington, has resigned. His future plans have not been announced.

KAY RICHINS, program director of KDYL-FM Salt Lake City, is the father of a boy, Randy Kay.

JERRY MORTON, director of special events at KLX Oakland, Calif., has been appointed program director.

GARNET R. GARRISON, who has been with NBC New York production department for past five years, has been appointed lecturer in radio at U. of Michigan. Mr. Garrison also has been supervisor of NBC's employe program training groups and has been teaching radio acting at Columbia U. Before joining NBC he was with WXYZ Detroit, WJIM Lansing, and in charge of radio at Wayne U. in Detroit.

JAMES MATTHEWS, formerly with WMAZ Macon, Ga., has joined WLBB Carrollton, Ga., as production director.

WILLIAM G. MARTIN, formerly with WGBB Freeport, N. Y., has joined announcing staff of WNDR Syracuse, N. Y.

JACK MORRIS, formerly with KFRC San Francisco, has joined announcing staff of KLX Oakland, Calif. Mr. Morris replaces **JOHN MOWBRAY** who is resigning to do freelancing.

STAN MALOTTE, formerly with WAPI Birmingham, Ala., and WIOD Miami, has joined WWSW Pittsburgh, Pa., as m.c.

JOHN E. GAUNT, program manager of NBC video in Washington, D. C., is currently on duty at Los Angeles AFRS Hdqrs. for a two week period of service as commander, USNR.

DAVE YOUNG has replaced **MEL WILLIAMSON** as Hollywood director of MBS "Family Theatre" with expiration of latter's 26 week contract.

JOHN M. KENNEDY, ABC Hollywood announcer, has resigned to freelance.

JESS OPPENHEIMER, has been renamed as Hollywood writer on CBS "Baby Snooks Show" resuming Sept. 5. **ASHMEAD SCOTT,** formerly of NBC "Life of Riley" and **HAL TARLOFF,** formerly of NBC "Date With Judy" have been added to the writing staff.

TRUDY ERWAN, vocalist on NBC "Jack Paar Show" was married to Dick Stabile, orchestra leader, on Aug. 18.

ROSALIE HERMAN, formerly of KOAC Corvallis, Ore., has joined KRUL that city, as head of continuity department.

JACK MORRIS, formerly with Armed Forces Radio Service and KFRC San Francisco, has joined announcing staff of KLX Oakland, Calif.

FRED BURKE has joined announcing staff of WSLS Roanoke, Va., and **BILL KIDD,** WSLS announcer has been promoted to assistant program director. Mr. Burke replaces **DICK NOEL,** resigned.

LANNY PIKE, program sales manager for WMLO Milwaukee, Wis., has been appointed program director of WMLO.

MACKIE QUAVE, former program director of WKIX Columbia, S. C., has joined announcing staff of WIS Columbia, S. C.

TERRY COWLING, staff announcer at WCOP Boston, and Eleanor W. Bates have announced their engagement.

CARL SUNKLE, former record m.c. at WPAY Portsmouth, Ohio, has joined WCSI-FM Columbus, Ind., as staff announcer.

FRANKIE COLLYER WALKER, program director of WFOY St. Augustine, Fla., has been elected secretary-treasurer and director of WFOY.

TOM BRENEMAN will tour his "Breakfast in Hollywood" show through eight cities in three weeks in cooperation with Community Chest drives. Tour will start in Kansas City Oct. 13 and end Oct. 31 at Madison Square Garden, New York.

AL RICE, formerly with WESX Salem, Mass., and WBIG Greensboro, N. C., has been appointed program director for WBIG.

JOHN RYAN, announcer at KVOO Tulsa, Okla., is the father of a boy, John Hickman.

HOLLIS C. HULL has resigned from announcing staff of KVOO Tulsa, Okla., to attend mortuary school in Dallas, Tex.

BETTY RHODES, vocalist, rejoins MBS "Old Gold Show" with Parkyakarkus, starting Oct. 5.

TONY WILSON, former chief announcer of WCBT Roanoke Rapids, N. C., has joined announcing staff of WHLI Hempstead, L. I., N. Y.

JEROME H. BAKER, program director of WCTC New Brunswick, N. J., is the father of a boy, Jay Harrison.

BEV DEAN, staffwriter and producer of WBBM Chicago, is now acting as director of the Speakers' Bureau established in connection with "Report Uncensored," current WBBM series on juvenile delinquency in Chicago and Cook County.

SAMMY HARRIS, former theatrical booker with USO Camp Shows and prior to that with Paramount Pictures, has joined WOR New York Entertainment Bureau, as a talent scout.

BETTY BURNS, former continuity editor for KULA Honolulu, has returned to her home in Nashville, Tenn. Miss Burns was also former radio editor of the Chicago Sun.

New Medill Course

GRADUATE COURSE in special events at Northwestern U.'s Medill School of Journalism this fall will feature broadcasts of Northwestern's six home football games over WEAW-FM Evanston, Ill., by an eight-man student crew. The new course, one of seven offered in the radio news division at Medill, is open only to men who have had at least one year of news broadcasting experience. In charge of football broadcasts will be Prof. Baskett Mosse, former NBC Chicago news editor, assisted by Arthur Holch, NBC Chicago news editor, and Ben Baldwin, WGN Chicago news writer and editor.

It will soon be 630 in Savannah

FIRST-HAND COVERAGE
Kaltenborn Resumes Sept. 15
Following World Trip

H. V. KALTENBORN returns to the air Sept. 15, and his sponsor, Pure Oil Co., and its agency, Leo Burnett Co., believe that his all-expenses-paid vacation abroad will more than pay for itself.

During Mr. Kaltenborn's absence Henry Cassidy, for years a UP correspondent in Moscow, has been broadcasting from New York. Also during the summer months, Pure Oil sent Clifton Utley, NBC Chicago commentator, to Europe for more background material on internal affairs. Mr. Kaltenborn was in India at time of its recent partitioning.

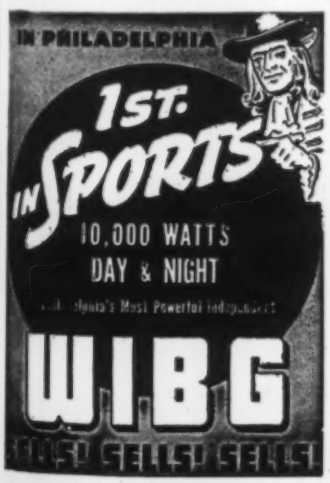
Idea of engaging news commentators with on-the-spot experience in events of world-wide interest is that of F. H. Marling, Pure Oil advertising director, and William Weddell, of Leo Burnett Co., Pure Oil's agency.

Colton IT&T Adviser

ROBERT B. COLTON, retired major general, has been appointed radio consultant with International Telephone & Telegraph Co. with headquarters at 1025 Connecticut Ave., Washington, D. C., it was announced last week. General Colton served 35 years with the Signal Corps and for a great part of the time had charge of substantially all electronic development for the Army. Since retirement in 1946 he has been associated with William L. Foss in the radio consulting business in Washington.

HF Committees

FOUR COMMITTEES were appointed at the second plenary session of the International High Frequency Conference in Atlantic City last week to implement preliminary work begun at the first plenary session Aug. 16. Committee chairman are T. C. Loo, of China, credentials; Dr. Balth Van Der Pol, The Netherlands, committee 12; Leon Daumard, France, committee 13; Carlos E. Arboleda, Colombia, committee 14.



Campaign for New Pen

EVERSHARP Inc., New York, distributors of products of Kimberly Corp., through Biow Co., New York, has launched its first national campaign for the Kimberly Pockette, a ballpoint pen. In radio, the product has been promoted tentatively on the current Eversharp sponsored network shows. "The product is too new," a Biow Adv. agency executive explained, "to decide on its future radio plans at present."

Urges World Interest

SIGURD S. LARMON, president of Young & Rubicam Inc., New York, declared last week that advertising should take a more active part in international affairs than it has heretofore. Mr. Larmon spoke at a luncheon for members of the New York Council of the AAAA, held at the Waldorf-Astoria in New York. F. B. Ryan Jr., president of Ruthrauff & Ryan Inc., New York, also spoke. Both returned recently from trips to Europe.

NETWORK ACCOUNTS

New Business

R. B. SEMLER Inc., New York (Kreml Shampoo and Hair Tonic), Oct. 13 begins sponsorship of the 2:30-2:45 p.m. segment of the Martin Block program, Mon., Wed. and Fri. on the full MBS network. Agency: Erwin, Wasey & Co., New York.

WM. K. BUCKLEY Ltd., Toronto (proprietary), Nov. 5 to April 28, 1948 starts "Spin to Win" on CFRB CKOC CFRA CHOK, Wed. 8:30-9 p.m. Agency: Grant Adv. of Canada, Toronto.

FORD MOTOR Co. of Canada, Windsor, Ont., Oct. 5 to March 28, 1948 starts "Ford Theatre" on 31 Dominion network stations, Sun. 5-6 p.m. Agency: Cockfield Brown & Co., Toronto.

FRASER HAIR FASHION, Inc. New York (Charm Curl hairgoods), Aug. 25 started from CJOR Vancouver, "Flicks and Flashes" movie gossip program on 27 Dominion network stations, Mon. 10:30-10:45 p.m., changing on Sept. 18 to Thurs. 9:30-9:45 p.m. Agency: Harry B. Cohen Adv. Co., New York.

Renewal Accounts

CHRISTIAN SCIENCE PUBLISHING SOCIETY Sept. 2 renews for 52 weeks "The Christian Science Monitor Views the News" on ABC Tue. 8:15-8:30 p.m. Agency: H. B. Humphrey Co., New York.

PABST SALES Co., Chicago, Ill., Sept. 25 renews for 52 weeks "Eddie Cantor Show" on NBC, Thur. 10:30-11 p.m. Agency: Warwick & Legler, New York.

CAMPANA SALES Co., Batavia, Ill. (toiletries), Oct. 4 resumes sponsorship for 26 weeks of "First Nighter" on CBS, Sat. 8-8:30 p.m. (CST). Agency: Wallace-Ferry-Hanly Co., Chicago.

PRUDENTIAL INSURANCE Co. of AMERICA, Newark, N. J., Sept. 29 renews for 52 weeks "Jack Berch Show" on NBC, Mon.-Fri. 11:30-11:45 p.m. Agency: Benton & Bowles, New York.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka Seltzer), Sept. 28 renews for 52 weeks "Quiz Kids" program, Sun., 3-3:30 p.m. (CDST) on NBC. Agency: Wade Adv.

Net Changes

GENERAL MILLS, Minneapolis (Kix), Sept. 1 replaces "Masquerade" with "The Story of Holly Sloan" on 130 NBC stations, Mon.-Fri. 2:45-3 p.m. (EDT). Agency: Knox-Reeves Inc., Minneapolis.

LOS ANGELES SOAP Co., Los Angeles (White King soap), and J. A. FOLGER Co., Los Angeles (Folger's coffee), Aug. 18, in expansion move, started for 52 weeks alternating six weekly "Breakfast News" on 15 MBS Intermountain stations, Mon.-Sat., 8-8:15 a.m. (MST). Agency: Raymond R. Morgan Co., Hollywood.

TECHNICAL

RODNEY RICHARDS has joined KHUB Watsonville, Calif., as chief engineer, replacing GEORGE KENVILLE, who resigned to join telephone company.

R. MORRIS PIERCE, vice president in charge of engineering for WGAR Cleveland, has been awarded the Bronze Star Medal for his outstanding service in engineering during the war.

RENE BRUGNONI, ABC architect for last three years, has resigned to return to private industry. Mr. Brugnoni designed and supervised construction of ABC's 58th St. playhouse in New York, the KECA Los Angeles studios of ABC, and Detroit Music Hall.

JOHN M. HOLLAND, formerly with KABC San Antonio, and KVOU Uvalde, Tex., has joined KTSA San Antonio, as engineer.

G. RUSSELL CHAMBERS, formerly with Paige and Davis Consultants, has been elected vice president and director of WFOY St. Augustine, Fla., and will serve as technical director.

BARKER & WILLIAMSON Inc., Upper Darby, Pa., has announced a new audio oscillator, Model 200, consisting of a modified Wien Bridge R.C. oscillator and a 2-stage inverse feed-back output amplifier with self-contained power supply. It is designated for distortion or frequency measurements, or for any application where a stable, accurately calibrated source of frequencies between 30 and 30,000 cycles is required. Bulletin describing new audio oscillator is available from Barker & Williamson, 237 Fairfield Ave., Upper Darby, Pa.

GERRY DeMARRAIS, formerly with KROC Rochester, Minn., has joined engineering staff of KCRG Cedar Rapids, Iowa.

ROBERT JENNINGS will join WAVZ New Haven, Conn., as engineer when the new 1260 kc station goes on the air sometime in September.

BLILEY ELECTRIC Co., Erie, Pa., has announced a new VHF crystal in the 15-100 mc range. New unit, Type BH6, employs paper-thin quartz plate operating on third, fifth and seventh overtones. Crystal, lapped as thin as .004", is processed to microtolerances and silver plated to insure long term precision.

MARION JONES, formerly with WJLD Bessemer, Ala., has joined engineering staff of WSIC and WSIC-FM Statesville, N. C.

Agency Changes Name

SWEETSER, Byrne & Harrington Inc., New York, effective Sept. 1 will change its name to Byrne, Harrington & Roberts Inc., and will move from 1475 Broadway to larger quarters at 10 E. 44th St. in New York. Edwin A. Roberts joined the firm recently as associate account executive and vice president in charge of art. G. T. Sweetzer, former president of the firm, resigned about two months ago to join *Esquire* Magazine as vice president in charge of promotion.

KSO Workman Killed

CONSTRUCTION of KSO Des Moines' new 560-foot tower had a tragic phase last week when one workman was killed and another was critically injured in a 160-foot plunge. The men, employes of the Beasely Construction Co. of Muskogee, Okla., which is erecting the tower, had been attaching beacon lights at the 300-foot level and were riding down on a weighted end of a construction cable when a truck-mounted winch slipped.

TRAVELLING MAN

DULUTH, MINN.—A cryptic telegram arrived at KDAL today from Otto Mattick, who's on a 3-state tour to check KDAL's new 5,000-watt coverage.

The message read: "GETTING WONDERFUL RECEPTION WHEREVER I GO". Whether this referred to Otto's prowness with the farmers daughters or KDAL's coverage is not yet known.

But it is no mystery that KDAL's new power increase on that favorable 610 frequency is going to do big things for advertisers in the north country.

So, pending further word from Otto, we suggest you contact Avery-Knodel, and get the full story about KDAL.

WHBQ

Women Harken to Ballyhoo Quotidian*

*"Quotidian"—Recurring daily —Sez Webster.

MEMPHIS

Women, (they influence 80% of the buying) like WHBQ's shows. Put your message daily — where they listen daily — and you'll sell them daily — "It's the comeback customer who counts."

● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Represented by
RAMBEAU
New York • Chicago • Hollywood

WSLI
JACKSON MISSISSIPPI

FOR
MISSISSIPPI - PLUS

Our increase to **5000 Watts—day and night**—kept the postman busy, and the first month's operation drew postmarks from 53 Mississippi counties, 29 in Louisiana, 2 from Arkansas. For the Mississippi—**Plus**—Market, WSLI is your must buy!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

SPONSORS

THOMAS EMERSON, vice president and general sales manager of Eversharp Inc., New York, has been named to new position of vice president and assistant to **MARTIN L. STRAUS 2d,** chairman and president of Eversharp Inc. Mr. Emerson has been with the company since 1939.

THE BON MARCHE, new department store scheduled to open Sept. 5 in Spokane, Wash., has appointed as its radio director **DOROTHY DAY,** formerly with WJW Cleveland.. Miss Day was fashion editor of WSUI Iowa City, while attending the U. of Iowa, and later she did freelance radio work in Chicago. She also previously was radio director for Herpolsheimer Co. in Grand Rapids, Mich. The Bon Marche is planning to sponsor several shows locally.

Miss Day

UNITED STATES TOBACCO Co., New York, in addition to spots on WICC Bridgeport and WMTW Portland, has signed with two additional Yankee Network outlets, WNAC Boston and WAAB Worcester, for series of one-minute transcribed announcements. Agency: Kudner Agency, New York.

FREDERIC A. SCHNELLER, former vice president of the Cramer-Krasselt Co., Milwaukee advertising agency, has been named general merchandising manager of Lever Brothers Co. effective Sept. 1. Mr. Schneller will direct merchandising sales promotion and sales planning division of all Lever Brothers products.

COCA-COLA BOTTLING Co., Chicago, has appointed Christiansen Adv., Chicago, to handle advertising for its six-bottle cartons, available again in Chicago area at pre-war price. Radio spots will be used on five Chicago area stations with full details to be announced later.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Dec. 13 through March 6 will sponsor telecasting of home basketball games of Northwestern and DePaul universities on WBKB Chicago. Games, which will originate from Chicago Stadium, will be paired as double headers and represent about 30 hours of video time. Product has not been determined as yet. Agency: Russel M. Seeds Co., Chicago.

VESTAL CHEMICAL Co., St. Louis, has appointed Olian Adv., St. Louis, to handle its advertising for Wax-rite self-polishing floor wax. Plans for tests utilizing radio and a companion merchandising tie-in are now under way.

H. WENZEL TENT & DUCK Co., St. Louis, has appointed Olian Adv., St. Louis, to handle its advertising. Radio spots will be used.

U. S. TOBACCO Co., New York (Dill's Best Pipe Tobacco), Sept. 1 for five weeks begins spot campaign on 38 stations throughout the country. Agency: Arthur Kudner Agency, New York.

F. W. FITCH Co., Des Moines, Iowa (Fitch Shampoo), has appointed F. H. Hayhurst Co. Ltd., Toronto, to handle all Canadian advertising. No changes in radio advertising are planned at present.

GARDEN STATE PARK, Camden, N. J. (racing track), in a new spot campaign to sell racing as a "family sport" is applying its advertising directly to women. Spots will be used before and after daytime women's programs on major stations in the area. **RUTH CHILTON,** former president of National Assn. of Women Broadcasters and for many years conductor of women's programs on Philadelphia stations, has been engaged to record the series of spot announcements.

GILLETTE SAFETY RAZOR Co. will sponsor broadcast of the closing rounds of U. S. Amateur Golf Assn. championship over ABC from Del Monte, Calif., Sept. 13, as part of the "Gillette Cavalcade of Sports." ABC Sports Director Harry Wismer will do the play-by-play report.

RUBSAM & HORRMANN BREWING Co. Staten Island (beer and ale), have named **ROBERT G. HAZLETON** as advertising manager. Mr. Hazleton was formerly account executive for Paris & Peart, New York.

CHAMBERLAIN SALES Corp., Des Moines, is starting spot campaign, mostly mid-west and western markets, with transcribed "Minute Quiz" featuring Jim Ameche. Agency: BBDO Chicago.

EDWARD H. CALHOUN, advertising director of K-C Baking Powder Co., Chicago, has resigned to become advertising manager of American-Marietta Paint Co., Chicago.

MORTON SALT Co., Chicago (Smoked salt div.), through Klau Van Pietersom Dunlap Assoc., Milwaukee, is currently placing spot announcements on approximately 40 stations.

MANTLE LAMP Co. of AMERICA, Chicago, has appointed William Hart Adler Inc., Chicago, to handle all national advertising. Company's radio campaign consists of transcribed "Smilin' Ed McConnell," on approximately 40 stations.

CHEF-BOY-AR-DEE QUALITY FOODS Inc., division of American Home Foods Inc., Milton, Pa., has appointed Young & Rubicam, New York, to handle advertising plans for promoting Chef Boy-Ar-Dee packaged spaghetti dinners, ravioli, sauces and other products. In addition to new division, Young & Rubicam will continue to handle advertising for Clapp's Baby Food Div. of American Home Foods.

NATIONAL SILVER Co., New York (mfgrs. of Guildcraft, King Edward Silverplate, and National Sterling), has appointed Grey Adv., New York, to handle its advertising. Advertising plans are currently being set by agency.

LAS VEGAS CHAMBER OF COMMERCE, Las Vegas, Nev., has appointed West-Marquis Inc., Los Angeles, to handle national advertising, with appropriation for remainder of fiscal year set at $35,000.

DR. PEPPER BOTTLING Co., Los Angles (carbonated beverage), has appointed Buchanan & Co., that city, to handle Southern California advertising. Radio will consume 60% of entire advertising appropriation.

ALBERT GREENFIELD, formerly advertising manager of Cresta Blanca Wine Co., and later director of packaging for all Schenley owned companies, has been appointed advertising and public relations manager of Wm. R. Whittaker Co., Los Angeles (mfgrs. Micro 16 Camera).

ROYCE PEN Corp., Los Angeles (ball-point pens), has appointed Capka, Kennedy & Duke Adv., Hollywood, to handle national advertising. Spot radio will be used.

MISSION PAK, Los Angeles (fancy packed fruits), has appointed Brisacher, Van Norden & Staff, that city, to handle regional advertising. Radio will be used.

NATIONAL CHIROPRACTIC Assn., Webster City, Iowa, has appointed W. W. MacGruder Adv., Denver, as public relations council to conduct a three year campaign. Project will be administered by Chiropractic Research Foundation with $250,000 to be spent annually for public relations and fund raising purposes. Radio will be used with other media.

AMERICAN SHOWER DOOR Co., Hollywood (decorative shower doors, tub enclosures), has appointed Bass-Luckoff Adv., Los Angeles, to handle advertising. Radio will be used with spot market tests planned to precede national campaign.

PERMANENTE FOUNDATION HOSPITAL, Oakland, Calif., has appointed Honig-Cooper Co., San Francisco, to handle its advertising. Use of radio is planned for hospitals in Oakland, Vallejo, Fontana and Richmond, Calif.; Willow Run, Mich. and Washington, D. C.

ROSEFIELD PACKING Co., San Francisco (Skippy Peanut Butter), in late August renewed its contracts for "Skippy Hollywood Theater" on KDAL Duluth; WHO Des Moines; WTAQ Green Bay, Wis.; WCCO Minneapolis; WNAX Yankton, S. D.; KIRO Seattle; WCSH Portland, Me.; WTZM Cleveland. Agency: Garfield & Guild, San Francisco.

BOWMANS GUM Inc., Philadelphia, which previously had purchased 15 minutes on WPTZ Philadelphia to telecast a bubble gum bubble-blowing contest, Aug. 22 did a repeat on WABD New York, with airline hostesses as contestants. No further television is contemplated, according to Foote, Cone & Belding, New York, agency in charge of Bowman advertising.

SUN RAY DRUG Co., Eastern seaboard drug chain, has signed for sponsorship of hour-long transcribed "Tommy Dorsey" show over WPEN Philadelphia, starting Sept. 8, Mon.-Fri. 2:05-3:00 p.m. Agency: J. M. Korn Adv., Philadelphia.

WILLIAM F. CARLSON, formerly with Beneficial Standard Life Insurance Co. of Los Angeles, has been appointed public relations director for Bankers Life & Casualty Co., Chicago.

KELLY KAR Co., Los Angeles, has renewed for 52 weeks three programs carried on KNX Hollywood. Six nightly 60-minute "Midnight Merry-Go-Round" has been expanded to seven weekly. "World News," five weekly 5-minute program, has been extended to seven weekly. Weekly Sunday 15-minute "World News" renewal completes trio of contracts. Agency: The Tullis Co., Hollywood.

PARKE, DAVIS & Co., New York, has appointed Young & Rubicam, New York, to handle national advertising campaign on behalf of the retail pharmacist, effective Jan. 1, 1948. Appointment is in addition to the company's "See Your Doctor" campaign which has been prepared by Young & Rubicam for the past 15 years.

JAMES E. HAGEN, former account executive with BBDO, New York, has joined public relations staff of U. S. Steel Corp., New York.

HUGHES PRODUCTION Co. and **CALIFORNIA PICTURES Corp.,** New York, have appointed Weiss & Geller, New York, to handle advertising. Radio is to be used.

UST Receivers

PRODUCTION of United States Television's 30 x 22½-inch screen projection receiver will be limited for the present to cover only special installations, it was announced last week by Francis H. Hoge, UST's vice president in charge of sales. Concentrated production will continue, he said, on the 25 x 19-inch receiver, which is intended for public places and is now ready for delivery.

KSFO
SAN FRANCISCO
560

MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
35 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7181
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4408
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
ALFRED E. TOWNE, Director
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: EXbrook 1-4567

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

COLTON & FOSS, INC.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 1506R

ANDERSON & MERRYMAN
New York City
33 W. 42nd St.
Wis. 7-9391-2
New Orleans
American Bank Bldg.
Raymond 0111
Laboratories: Baton Rouge, La.
Roosevelt Road

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

Join the Parade of Westinghouse 50 kw AM Transmitters KMOX

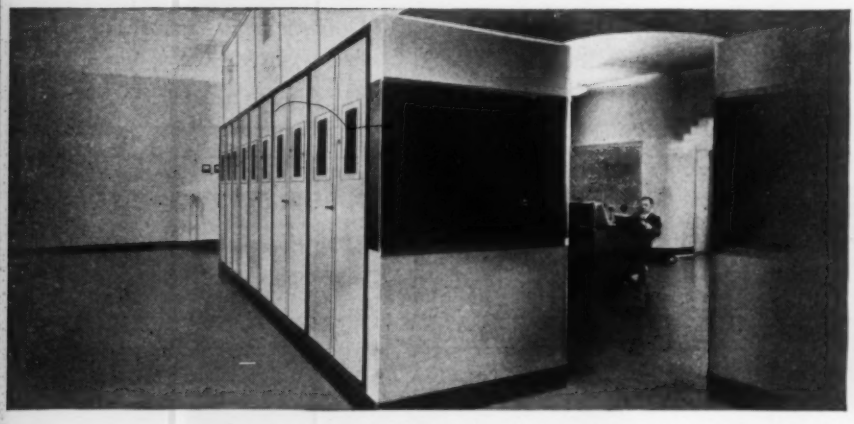
. . . FOR EXAMPLE

This installation of a 50-kw AM transmitter at Station KMOX previews your operating advantages with Westinghouse standard broadcast transmitters.

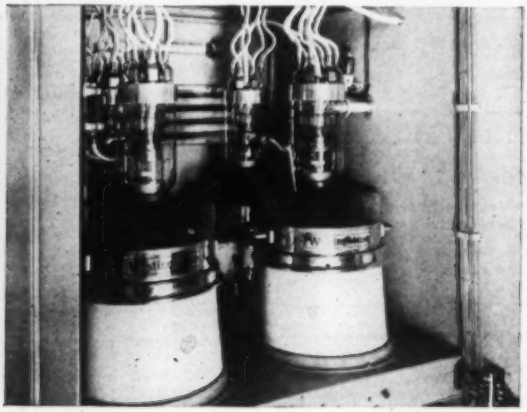
While already operating on 50,000 watts, KMOX engineers estimate the new Westinghouse transmitter installation increases the station's half-millivolt line to include 25% more radio homes, in a 39% larger area, while drawing 25% *less* power. In addition to more efficient use of power input, KMOX enjoyed a big slash in installation costs because of the true cubicle construction. This case is supported by other Westinghouse 50-kw installations that have produced savings in both installation and operating costs.

Continuous improvements have been incorporated in this truly modern transmitter . . . individual voltage regulator for all filament and low-voltage supplies, and a separate regulator for the main rectifier. These regulators, all modulation and power transformers and reactors are of the air-cooled, dry type.

Call your local Westinghouse office, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa., for full details on 5, 10 or 50-kw units. J-02104



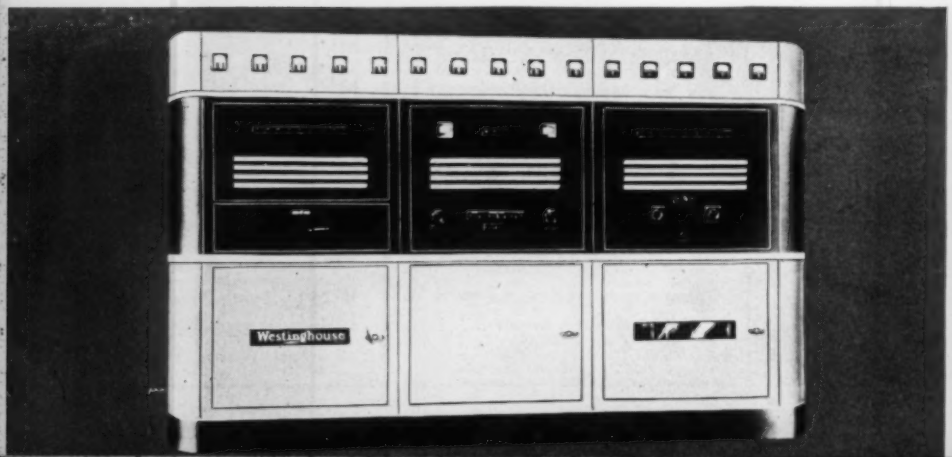
UNIT CONSTRUCTION THROUGHOUT . . . even from the rear these transmitters are "clean", modern in design and easy to inspect through large windows. Ideal for quick, easy installation. Note that wiring duct is part of transmitter base.

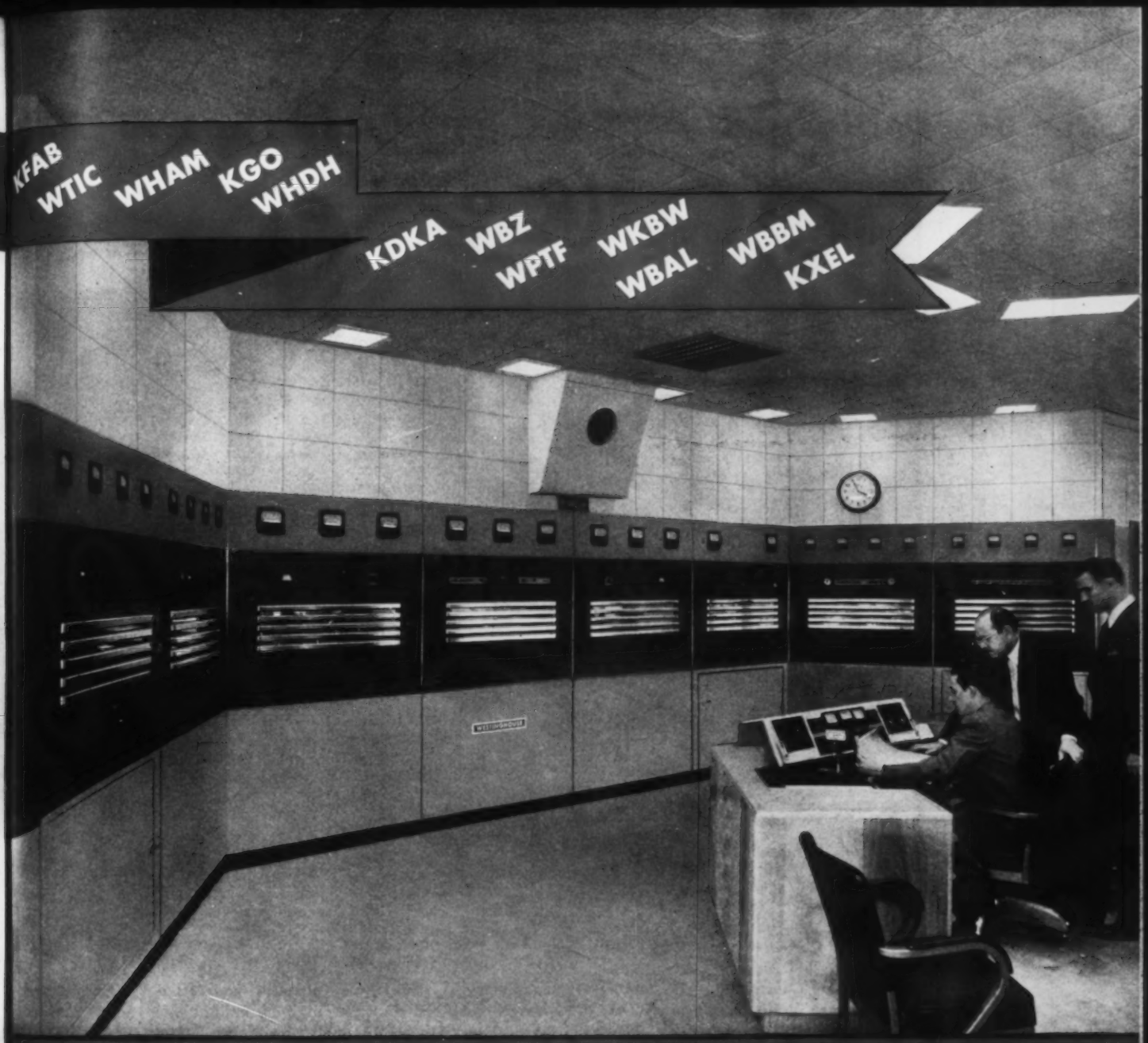


SPARE TUBES IN PLACE . . . of course, the high-powered spare tubes are ready for instant connection right in the cubicle. But more than that, they have their own spare transformers . . . no hot filament leads to handle or knife switches to throw!

5 AND 10-KW UNIT cubicle transmitters follow the leadership of Westinghouse in standard broadcast field by utilizing the same sound design features found in 50-kw—even to the point where they have two blowers outside the transmitter proper, one for standby.

SERVICE . . . every cubicle is a completely-shielded unit. Access doors are interlocked electrically for safety. Full-opening doors, adequate clearances, facilitate inspection and maintenance. In addition, 17 Westinghouse Parts Warehouses and 35 Maintenance and Repair Plants and factory-trained sales engineers are ready to serve you at your call.





New Westinghouse 50-kw unit cubicle transmitter installation . . . smart, attractive design is still another feature of this powerful unit. Note how cubicles are arranged to fit station plans.

Westinghouse *Electronics at Work*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

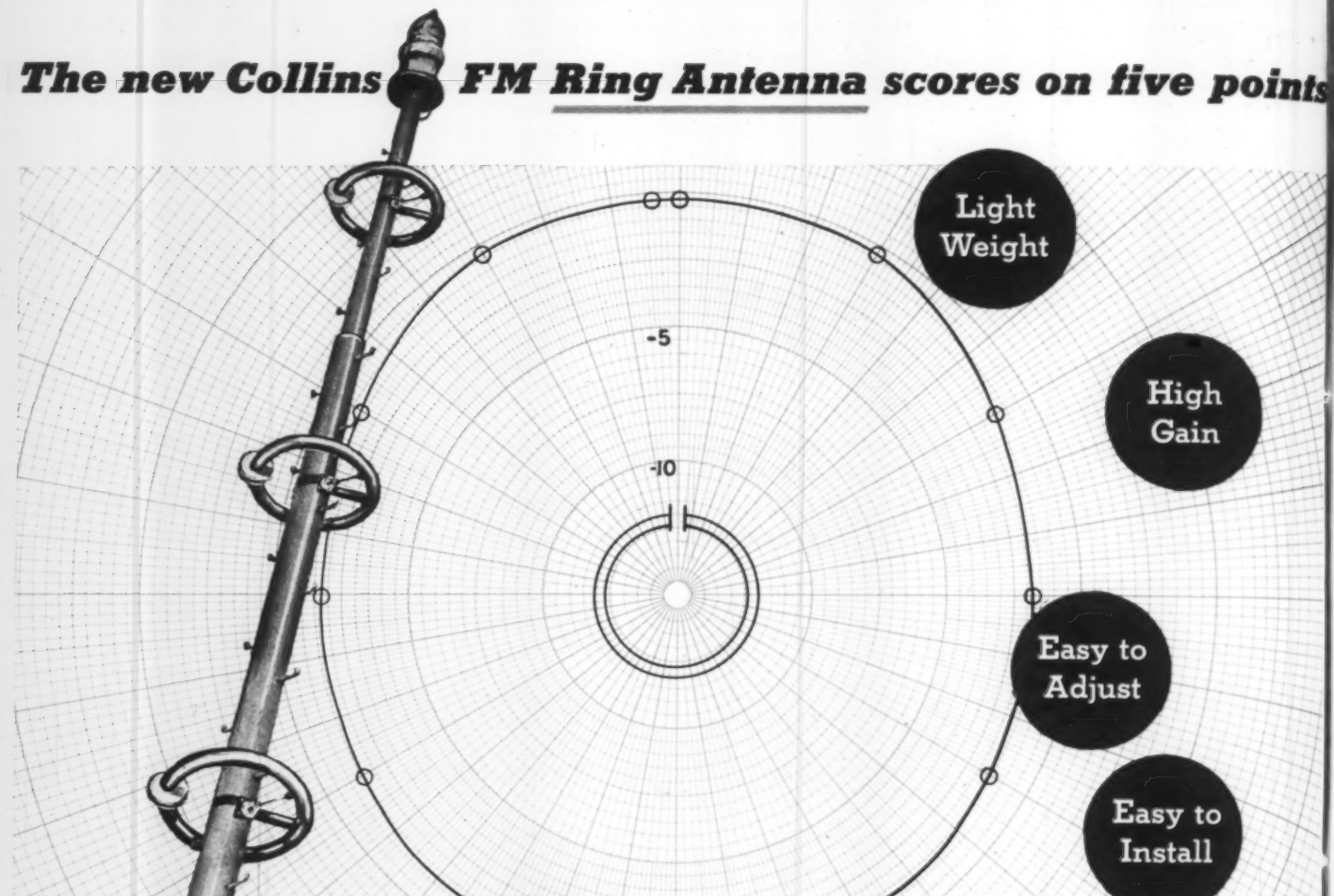
5, 10 and 50 kw AM Transmitters

1, 3, 10 and 50 kw FM Transmitters

AT ATLANTIC CITY . . . N. A. B. Convention, Sept. 15th to 19th . . . see the Westinghouse 3-kw FM and 50-kw AM Transmitters in actual operation at DISPLAY BOOTH 147!

AT SAN FRANCISCO . . . I. R. E. Conference, Sept. 24th to 26th . . . see the Westinghouse 1-kw FM Transmitter in actual operation!

The new Collins FM Ring Antenna scores on five points



DB Compared to Signal at Zero Degrees
Horizontal Pattern—Collins Model 37M-3
3 Bay FM Ring Antenna—Freq: 94.5 MC.

Simple Construction—By virtue of its simplicity, the new Collins FM ring antenna offers a new and heretofore unavailable ease of installation and adjustment. Light enough to mount on most existing towers, this antenna consists of only three parts—1. supporting mast, 2. center conductor, 3. radiating rings. There are no complicated structures, no matching sections, no critical adjustment, and no troublesome end seals. Full wavelength spacing is used between rings to provide economical construction, low coupling between rings, and low angle radiation.

High Gain—Proper Impedance Match—The power gain of this antenna is slightly more than one per ring—eight rings increase the effective radiated power by a factor of 8.5. Each ring is tuned to resonance at the desired frequency. The load resistance can be chosen between 50 ohms and 600 ohms; thus a proper impedance match between a multiple ring antenna and the transmission line is accomplished without the use of tuning stubs.

Wide Range—It is possible to tune a range of 10 mc to 15 mc with any one antenna. A safety factor of about 200 kc each side of resonance is provided for variation in tuning and to allow for temperature effects on the rings and supporting pole.

* * *

This new antenna has been proved by extensive field tests. It is in actual operation at several FM stations. Plan now to use it in *your* installation. Write for complete information. You will be pleased with the excellent performance and low price.

FOR THE BEST IN FM, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

LANSING B. LINDQUIST, manager of WSYR-FM Syracuse, N. Y., sliced the birthday cake on the occasion of WSYR-FM's first anniversary recently. Beaming with approval is Col. H. C. Wilder, president of WSYR. Station held open house and invited Syracuse radio dealers and distributors to view and hear a special FM broadcast for the celebration.

FMA

(*Continued from page 16*)

film, "Naturally It's FM," will be shown.

C. M. Jansky Jr., of the consulting firm of Jansky & Bailey, will speak on "Potentialities of FM for Large Area Coverage." John Wright, BBDO Boston, will demonstrate a high-fidelity transcription technique, with program content to be based on rehearsals of the Boston Symphony.

Leonard H. Marks, FMA general counsel, will review the FM music situation and outline FMA's activities on behalf of network duplication on FM.

At the luncheon meeting Herald Beckjorden, AAAA assistant secretary in charge of radio, will be principle speaker. Following the luncheon, a demonstration of FM fidelity will be conducted by Ira Hirschmann, WABF New York and FMA director, and Dr. Armstrong.

The commercial side of FM will provide the theme for the Friday afternoon meeting, with the topic to be "Selling FM—Here's How." Participating in a panel will be Joe Stovall, promoton director of WCTS (FM) and WKRC Cincinnati; E. Z. Jones, WBBB (FM) Burlington, N. C., and Guy Farnsworth, sales manager of WATG Ashland, Ohio. Other participants will be announced.

Timebuyers' Meeting

A timebuyers' meeting will be held during the afternoon, with Alvin Hirschmann, WABF New York, as chairman. Jack Winer, president of Dynamic Stores, New York, will speak.

Friday's sessions will be concluded with the banquet. Saturday will be devoted mostly to FMA business discussions. Reports will be given by Mr. Bailey; Arthur Freed, Freed Radio Corp., treasurer, and others.

Should the membership adopt a proposed by-law enlarging board membership to take care of FM's geographical expansion, seven directors will be elected. Otherwise one-year terms of four directors will expire. The four are Wayne Coy, WINX-FM Washington; Gordon Gray, WMIT Winston-Salem; E. J. Hodel, WCFC Beckley, W. Va., and Ira Hirschmann.

Formal convention meetings will end at noon. Dr. Armstrong will take delegates at 2 p.m. on a tour of his Alpine plant. The FMA board will meet at 6:30 Saturday evening.

Already signed for participation in the equipment exhibit are Olympic Radio & Television, Eitel-McCullough, Andrew Co., Allan H. Miller Inc., Zenith Radio Corp., Espey Mfg. Co., Magnecord Co., Raytheon Mfg. Co., John Meck Industries, Bendix Radio, Altec Lansing Corp., General Electric Co., Stromberg-Carlson Co., Associated Program Service, Radio Engineering Labs., Electronics Inc., Crosley Distributing Corp., Pilot Radio Corp., Hazeltine Corp. and Noblitt-Sparks Industries.

Big Newark Store Named Intra-Video Sales Agent

SOL SAGALL, president of the Intra-Video Corp., New York, announced last week that L. Bamberger & Co., Newark, has been appointed as the first sales agent for the Intra-Video master antenna system for apartment houses.

Other department stores in the New York metropolitan area soon will be added as sales agents, Mr. Sagall said. The system was demonstrated for the Television Broadcasters Assn. earlier in the summer and approved by TBA at that time.

The Intra-Video antenna at Bamberger's permits 20 video sets to be demonstrated simultaneously without any switchovers, firm officials said. In the case of an apartment house, they said, several hundred individual receivers can be operated through a single Intra-Video master antenna system.

DOING A PEACH
OF A JOB
in
WESTERN COLORADO'S
$5,000,000 Fruit Belt
KFXJ
GRAND JUNCTION
1 KW MBS 920 KC

BMI *Pin-up Sheet*

Hit Tunes for September

(On Transcriptions)

CASTANETS AND LACE (Republic)
ASSOCIATED—Vic Damone
LANG-WORTH—Tommy Tucker
WORLD—Charlie Spivak

COME TO THE MARDI GRAS (Peer)
THESAURUS—Sweetwood Serenaders
LANG-WORTH—Frankie Carle
STANDARD—Curt Massey
ASSOCIATED—Vic Damone

I WONDER WHO'S KISSING HER NOW (Marks)
THESAURUS—Music Hall Varieties
" Knickerbocker Four
STANDARD—Claude Sweeten
ASSOCIATED—George Towne
MacGREGOR—Artie Wayne
WORLD—Frankie Froeba
" —Ray Bloch
LANG-WORTH—Chuck Foster
" Randy Brooks

JUST AN OLD LOVE OF MINE (Campbell-Porgie)
LANG-WORTH—Frankie Carle
WORLD—Nat Brandwynne
ASSOCIATED—Phil Brito
THESAURUS—Novatime Trio
" Music of Manhattan

LOLITA LOPEZ (Encore)
ASSOCIATED—Art Mooney
LANG-WORTH—Airlane Trio
THESAURUS—George Wright
CAPITOL—Billy Butterfield
STANDARD—Lawrence Welk

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)
Tex Williams—Cap. 40001
Lawrence Welk—Dec. 24113
Johnny Bond—Col. 37831
Phil Harris—Vic. 20-2370
Deuce Spriggins—Coast 263
STANDARD—Lawrence Welk

TENNESSEE (Stevens)
LANG-WORTH—Four Knights
ASSOCIATED—George Towne

THE STORY OF SORRENTO (Pemora)
LANG-WORTH—Lenny Herman

THERE'S THAT LONELY FEELING AGAIN (Mellin)
THESAURUS—Music of Manhattan
LANG-WORTH—Randy Brooks
CAPITOL—Billy Butterfield
" Skitch Henderson
WORLD—Russ Morgan
ASSOCIATED—Art Mooney
STANDARD—Curt Massey

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)
LANG-WORTH—Tommy Tucker
" Frankie Carle
CAPITOL—Jan Garber
STANDARD—Freddy Martin
WORLD—Eddy Howard

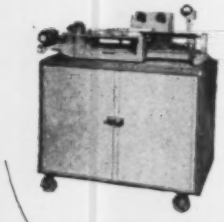
Coming Up

A GIRL THAT I REMEMBER (BMI)
EV'RYBODY AND HIS BROTHER (BMI)
FORGIVING YOU (Mellin)
HILLS OF COLORADO (London)
HONEYMOON (Marks)
THAT MISS FROM MISSISSIPPI (Dawn)
THIS IS THE INSIDE STORY (Stevens)
YOU'RE THE PRETTIEST THING (Duchess)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

FACSIMILE FACTS

A reality NOW!



ALDEN SCANNER

Wheel it in, plug it in. Be on the air the same day.

Why wait?

Alden Facsimile Equipment is in operation. It is thought through, tooled and jigged for mass production. We are manufacturing not theorizing. Install this equipment and do your own learning and experimenting. Request: "Facsimile Brown Book."

IN OPERATION AT THE SHOW

Alden PRODUCTS CO.

117 N Main St. Brockton, Mass.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

FCC Actions

(*Continued from page 54*)

Decisions Cont.:

WCAR Pontiac, Mich.—Granted mod. license to change name of licensee to WCAR Inc.

WWNC Asheville, N. C.—Granted license to cover CP which authorized installation of DA-N, increase power to 5 kw, install new trans. and move trans. location.

WSGC Elberton, Ga.—Granted license to cover CP covering installation of new trans.

WPFB Middletown, Ohio—Granted mod. CP to change type trans. and for approval of ant. trans. and studio location.

WNOC Norwich, Conn.—Granted license covering installation of new trans.

WGAR Cleveland—Granted license for increase in power to 50 kw, install new trans. and DA-DN.

WJLS Beckley, W. Va.—Granted license for increase in power to 1 kw-LS, 500 w-N, new trans. DA-N and change in trans. site.

WGGG Gainesville, Fla.—Granted mod. CP to make changes in vertical ant. and specify studio location.

WBSR Pensacola, Fla.—Granted CP install new vertical ant.

WBAB Atlantic City, N. J.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WDIA Memphis, Tenn.—Granted license for new station 730 kc 250 w D and for change in studio location locally.

KSGM Ste. Genevieve, Mo.—Granted license for new station 1450 kc 250 w unl.

KEEN San Jose, Calif.—Granted license for new station 1370 kc 1 kw DA unl.

KDIX Dickinson, N. D.—Granted license for new station 1230 kc 250 w unl.

KWHI Brenham, Tex.—Granted license for new station 1280 kc 1 kw D.

KMHK Mitchell, S. D.—Granted license for new station 1490 kc 250 w unl.

KOCO West Salem, Ore.—Granted license for new station 1490 kc 250 w unl.

KGKL San Angelo, Tex.—Granted license covering change in frequency to 960 kc, increase power to 1 kw N 5 kw-LS, install new trans. and DA-N and change in trans. location.

KXO El Centro, Calif.—Granted license covering installation of new trans., new vertical ant. and ground system, and change in trans. and studio locations.

WLCX LaCrosse, Wis.—Granted license for new station 1490 kc 250 w unl.

KWSD Mt. Shasta, Calif.—Granted license for new station 1340 kc 250 w unl.

KWLK Longview, Wash.—Granted license covering changes in vertical ant. and mount FM ant. on top AM tower.

KSPI Stillwater, Okla.—Granted license for new station 780 kc 250 w D.

WLAZ E. Lansing, Mich.—Granted mod. CP to make changes in ant. system.

WWNY-FM Watertown, N. Y.—Granted mod. CP for extension of commencement date to 7-3-47 and completion date to 11-3-47, respectively.

WGNB Chicago—Granted mod. CP for extension of completion date to 11-1-47.

WRBL-FM Columbus, Ga.—Same to 12-1-47.

WBML-FM Macon, Ga.—Same to 2-21-48.

WSYR-FM Syracuse, N. Y.—Same to 11-5-47.

WCFC Beckley, W. Va.—Same to 9-19-47.

WWCF Greenfield, Wis.—Same to 12-23-47.

WLAV-FM Grand Rapids, Mich.—Same to 10-12-47.

KSPI Stillwater, Okla.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on AM tower.

WNEL San Juan, P. R.—Granted mod. CP for extension of completion date to 9-21-47.

WKAT Miami Beach, Fla.—Same to 11-16-47.

WROB West Point, Miss.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WVCH Chester, Pa.—Granted mod. CP to make changes in trans. equipment and for approval of ant. and trans. location.

WCRA Effingham, Ill.—Granted license for new station 1090 kc 250 w D and for change in studio location locally.

WIBM Jackson, Mich.—Granted CP install new vertical ant. and mount FM ant. on AM tower, and to change trans. location.

WBMD Baltimore—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KOJM Havre, Mont.—Granted mod. CP for extension of completion date to 2-17-48.

WMUY Coral Gables, Fla.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

KTHT Houston, Tex.—Granted license covering alternate main trans. on 1230 kc 250 w.

WWST Wooster, Ohio—Granted mod. CP to change type trans. and make changes in vertical ant. and mount FM ant. on AM tower.

WMNB North Adams, Mass.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WROL Knoxville, Tenn. — Granted mod. CP for extension of completion date to 12-8-47.

KVOW Littlefield, Tex.—Granted license for new station 1490 kc 250 w unl.

WGNC-FM Gastonia, N. C.—Granted mod. CP for extension of completion date to 10-31-47.

WHP-FM Harrisburg, Pa.—Same to 11-26-47.

KULA Honolulu, T. H.—Granted license for new station 690 kc 10 kw unl.

KGFN Grass Valley, Calif.—Granted license for new station 1400 kc 250 w unl.

WSLA Hammond, La.—Granted license for new station 1110 kc 250 w D and to specify studio location.

WMUS Muskegon, Mich.—Granted license for new station 1090 kc 1 kw D and for change of studio location.

KGON Oregon City, Ore.—Granted license for new station 1230 kc 250 w unl.

WCLT Newark, Ohio—Granted license for new FM station, Channel 262, 100.3 mc; 8.5 kw.

The A. S. Abell Co. area Baltimore, Md.—Granted CP and license for new exp. TV relay station W3XMR.

WJLB Detroit—Granted mod. CP for extension of commencement and completion dates to 10-1-47 and 4-1-48, respectively.

KFXM San Bernardino, Calif.—Granted mod. CP for extension of completion date to 12-13-47.

KVNI Coeur d'Alene, Ida.—Granted mod. CP to change type trans.

WJDA Quincy, Mass.—Granted mod. CP to change name of permittee to South Shore Bcstg. Co. and to specify studio location.

WSB Atlanta, Ga.—Granted mod. CP for extension of completion date to 11-2-47.

KFPW Fort Smith, Ark.—Granted mod. CP for extension of completion date to 2-17-48.

KERS Elko, Nev.—Same to 12-21-47.

WSOY Decatur, Ill.—Same to 12-7-47.

WHFD Benton Harbor, Mich.—Same to 10-25-47.

WLWA Cincinnati—Granted mod. CP for extension of completion date to 12-6-47.

WGAY-FM Silver Spring, Md.—Same to 10-1-47.

WNLC-FM New London, Conn.—Granted mod. CP for extension of commencement and completion dates to 9-16-47 and 12-16-47.

August 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WHMA-FM Anniston, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

AM—560 kc

R. A. Dowling, Jr. and Owens Dowlander Bcstg. Co., Dothan, Ala.—CP new standard station 700 kc 1 kw D. AMENDED to change frequency from 700 to 560 kc and change studio location.

Modification of License

KMPC Los Angeles—Mod. CP, as mod. in part, which authorized increase in power, install new trans. and change in DA-N, for 50 kw-D 10 kw-N, employing trans. and DA-N specified in CP

AM—1480 kc

KXOA Sacramento, Calif.—CP change frequency from 1490 to 1480 kc, increase 250 w to 1 kw, install new trans DA-N and change trans. location.

Modification of CP

KGO-TV San Francisco—Mod. CP new commercial television station for extension of completion date.

KCVN Stockton, Calif.—Mod. CP, as mod., which authorized new noncommercial station to make changes in ant system.

AM—930 kc

Yolo Bcstg. Co., Woodland, Calif.—CP new standard station 930 kc 1 kw D.

License for CP

WIRK West Palm Beach, Fla.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTFI-FM Twin Falls, Ida.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WCIL-FM Carbondale, Ill.—Mod. CP as mod., which authorized new FM station to change frequency to Channel 264, 100.7 mc, type trans., ERP to 6.9 kw, make changes in ant. system and change completion date.

License for CP

WDON Springfield, Ill.—License to cover CP for new remote pickup station.

Modification of CP

WTAX-FM Springfield, Ill.—Mod. CP which authorized new FM station for extension of completion date.

WCNB Connersville, Ind.—Mod. CP, as mod., which authorized new FM station for extension of completion date

WGL Fort Wayne, Ind.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-DN and change trans and studio location, for extension of completion date.

License for CP

KSUI Iowa City, Iowa—License to cover CP, as mod., which authorized new noncommercial educational station

Modification of CP

KIMV Hutchinson, Kan.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WZIP Covington, Ky.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

AM—1480 kc

Frederick Bcstg Co., Frederick, Md.—CP new standard station 1480 kc 1 kw unl.

AM—950 kc

Joseph Solimene, Boston—CP new standard station 950 kc 1 kw D AMENDED to change power from 1 to 1 kw and change type trans.

Modification of CP

WSPR-FM Springfield, Mass.—Mod. CP which authorized new FM station to change trans. site, type of trans. make changes in ant. system and change commencement and completion dates.

Remote Pickup

Billings Bcstg. Co., area of Billings, Mont.—CP new remote pickup station on 33.74 mc 10 w and A3 emission.

Don't just advertise—$ELL with

WREN TOPEKA

Soon . . .

New *power*—greater *coverage* in Eastern KANSAS, great "Heart of the Nation" area.

AM—1450 kc

Blue Valley Bcstg. Co., Beatrice, Neb.—CP new standard station 1450 kc 100 w unl.

Modification of CP

KENO-FM Las Vegas, Nev.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WJLK Asbury Park, N. J.—Same.

WWDX Paterson, N. J.—Mod. CP which authorized new FM station for extension of completion date.

WRWR-FM Albany, N. Y.—Mod. CP which authorized new FM station to change ERP to 5.3 kw, make changes in ant. system and change commencement and completion dates.

WMFR-FM High Point, N. C.—Mod. CP, as mod., which authorized new FM station to change commencement and completion dates.

License for CP

WSTV-FM Steubenville, Ohio—License to cover CP, as mod., which authorized new FM station.

Modification of CP

KGFF-FM Shawnee, Okla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

AM—1450 kc

Hanover Bcstrs., Hanover, Pa.—CP new standard station 1450 kc 250 w unl.

AM—960 kc

Rossmoyne Corp., Lemoyne, Pa.—CP new standard station 940 kc 1 kw D. AMENDED to change frequency from 940 to 960 kc.

Modification of CP

WPIC-FM Sharon, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WKUM Arecibo, P. R.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location to make changes in trans. equipment and to change studio location.

License for CP

WNEL San Juan, P. R.—License to cover CP, as mod., which authorized change in frequency and install DA-DN and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WMRC-FM Greenville, S. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date. Also mod. CP, as mod., which authorized new FM station to change ERP to 78.6 kw, make changes in ant. system and change commencement and completion dates.

AM—920 kc

Sumner County Bcstg. Co., Gallatin, Tenn.—CP new standard station 920 kc 1 kw D.

Modification of CP

WKGN Knoxville, Tenn.—Mod. CP, as mod., which authorized new standard station to make changes in vertical ant. and to change name of permittee from Clarence Beaman, Jr. tr/as East Tennessee Bcstg. Co. to Clarence Beaman Jr. tr as WKGN Bcstg. Co.

KTRM Beaumont, Tex.—Mod. license change hours from D to unl. and change power from 250 w D to 250 w DN.

AM—1600 kc

A. M. Respondek, Cuero, Tex.—CP new standard station 1600 kc 250 w D.

SSA—860 kc

KSFA Nacogdoches, Tex.—SSA to operate from regular signoff time to 11 p.m. (CST) on various evenings from Sept. 19 through Nov. 21 as specified in Form 317, on 860 kc 500 w.

Assignment of CP

WLEE-FM Richmond, Va.—Voluntary assignment of CP which authorized new FM station to Lee Bcstg. Corp.

WHHT

Most Powerful

FULL TIME

station in

DURHAM

N.C. ★ MBS

1 Kw Day — 1 Kw Night

HOLD TIGHT, sponsors, this sales group of WOAI San Antonio is out to get you in the station's fall and winter sales campaign. Arthur L. Forrest, sales promotion manager, points out the schedule, with Ben J. Kernan, merchandising manager, and Yolande Teague, publicity director, ready to follow through. Mr. Forrest, a new addition to WOAI, has been coordinator of promotion for NBC's owned and operated stations and its Western Network.

APPLICATION RETURNED

Assignment of CP

KBRL McCook, Neb.—Voluntary assignment of CP to McCook Bcstg. Co. Returned 8-22-47, filed on wrong form.

Remote Deleted

Northwest Bcstg. Co., area of Fort Dodge, Iowa—Deleted remote pickup station KCQC.

Corley Radio and Sound Service, area of Trinidad, Col.—Same for KCQD.

Developmental Deleted

KLZ Bcstg. Co., Denver, Col.—Deleted developmental station W9XLA.

Federal Telephone and Radio Corp., Newark, N. J.—Same for W2XMD.

License Renewal

Applications for renewal of standard broadcast license filed by following stations: WSFA KPRO WALB WROK WOC KSO KTBS WSAR WAAB WBNX WAKR WHBC WBNS KCRC KTUL KMED KLPM WCSC KABR KFRO KLO KUJ WKBH.

TENDERED FOR FILING

AM—880 kc

South Bay Bcstg. Co., Hermosa Beach, Calif.—CP new standard station 880 kc 250 w D.

Transfer of Control

WAAT Newark, N. J.—Consent to transfer control to Yetta Pollack as executrix of estate of Albert H. Pollack, deceased.

AM—1450 kc

Plains Broadcast Co. Inc., Clovis, N. M.—CP new standard station 1450 kc 250 w unl.

AM—800 kc

North Plains Bcstg. Corp., Dumas, Tex.—CP new standard station 800 kc 250 w D.

August 28 Decisions . . .

BY A BOARD

FM Grants

Cond. grants for three Class A and eight Class B FM authorized by FCC. Proposed frequency assignments approved in lieu of previous assignments for Laredo, Tex., and Council Bluffs, Iowa. CPs were authorized with cond. for two Class A and 10 Class B FM stations. CPs also authorized in lieu of previous cond. for 10 Class B outlets. CP also issued for new noncommercial educational FM station. See story this issue.

Hearing Designated

Stephen Detzer, Hermosa Beach, Calif.—Designated for hearing in Los Angeles Class A consolidated hearing application for new FM station.

FM CPs Cancelled

Rouge Valley Bcstg. Co., Ashland, Ore.—Authorized cancellation of CP and dismissed application because of permittee's inability to proceed with construction.

L. B. Wilson Inc., Cincinnati—Authorized cancellation of CP for Class B FM station and dismissed application because of combination of circumstances over which permittee states it has no control, makes it unwise to incur outlay for FM installation and operation over considerable period on nonsustaining basis.

TV—82-88 mc

The Elm City Bcstg. Corp., New Haven, Conn.—Granted CP new television station, Channel 6, 82-88 mc, 1.82 kw vis. and 0.957 kw aur., 510 ft. ant.

TV—174-180 mc

WDEL Inc., Wilmington, Del.—Granted petition for reinstatement and grant of application for new community television station, Channel 7, 174-180 mc, 1 kw vis. and 0.5 kw aur., 281 ft. ant.

AM—1240 kc

Elk River Bcstrs., Fayetteville, Tenn.—Granted CP new station 1240 kc 250 w unl., engineering cond.

AM—1230 kc

Quincy Bcstg. Corp., Quincy, Fla.—Granted CP new station 1230 kc 250 w unl., engineering cond.

AM—1400 kc

Electronic Enterprises Inc., San Juan, P. R.—Granted CP new station 1400 kc 250 w unl.

AM—1300 kc

Thomas G. Harris Individually and as Trustee for Coleman Gay et al, Austin, Tex.—Granted CP new station 1370 kc 1 kw D, engineering cond.

Petition Granted

Holland Bcstg. Co., Holland, Mich.—Granted petition requesting Commission reconsider its action in designating application for hearing, and said application ordered removed from hearing docket and granted for new station 1450 kc 250 w unl., engineering cond.

Assignment of License

KCOL Fort Collins, Col.—Granted consent to assignment of license from partnership to corporation. No money involved.

Assignment of CP

WJJM Lewisburg, Tenn.—Granted consent to assignment of CP from James J. Murray to Ida and Martha Murray, executrices under will of James J. Murray. No money involved.

Assignment of License

KPBX Beaumont, Tex.—Granted consent to assignment of license from WCBZ Bcstg. Co., partnership, to KPBX Bcstg. Co., corp. No money involved.

Modification of CP

KREL Goose Creek, Tex.—Granted mod. CP to change type trans., make changes in DA and specify studio location.

August 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFRB Fairbanks Alaska—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant. and trans. location.

(Continued on page 66)

Feature

(Continued from page 10)

other and roast hot dogs on organized outings. They sing and conduct their own court system, which metes out punishment such as a match with the club's best boxer. All this is done in a language the boys understand—one not patterned after the King James Version.

Padre's Kids' World not only has Dallas "by the ears," but it has gained national recognition as a vital and moving force in turning delinquents into citizens. Attorney General Tom Clark was so impressed with the idea that he consented to appear on the initial program last June 24. Since that time the program has snowballed.

Now KRLD is backing a million-dollar "Kids' World Inc." to do on a grand scale what has already reaped a tremendous reward in rehabilitating young boys. The "Padre" thinks calmly in terms of a million dollars, saying "every kid is worth a million in his own right."

Meanwhile, KRLD is rightly proud of its part in starting this project. And radio has an answer to the hackneyed charge that it makes criminals out of youth.

THE QUALITY STATION

WDUN

GREEN BAY, WIS.

BEN LAIRD, PRES.

DAY and NIGHT

COMPLETE METROPOLITAN COVERAGE

WRITE TO NATIONAL REPRESENTATIVE TAYLOR-HOWE-SNOWDEN Radio Sales

Hon. Frank Silvernail
BBD & O
New York City

Dear Frank:

Our little lady's been travelling again. Yes Sir, "Miss 580" just returned from a trip to the big city. She'd been up to them big fashion centers to record some interviews with the style experts. Now our 50,000 members know all about them long skirt and fancy hats and I reckon they'll be a wearin' them this Fall, they know it's the last word. . . . cause Miss 580 told them so!

Yrs.
Algy

ps: Miss 580's been telling our audience what to buy for nigh on to eight years!

WCHS

Charleston, W. Va.

CBS STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA KOMA OKLA. CITY

IT ALL BOILS DOWN to this:
KDYL is the station most Utahns listen to most.
KDYL SALT LAKE CITY UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

FCC Actions

(*Continued from page 65*)

Applications Cont.:

KIBH Seward, Alaska—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—1480 kc

KYOS Merced, Calif.—CP to change frequency from 1490 to 1360 kc, increase 250 w to 1 kw and install new trans. and DA-N. AMENDED to change frequency from 1360 to 1480 kc, power from 1 to 5 kw; change type trans., change DA and ground system and change trans. location.

AM—1340 kc

KCRA Sacramento, Calif.—Authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

KLIK San Diego, Calif.—CP to change frequency from 740 to 550 kc, change hours operation from D to unl., increase power from 5 kw D to 5 kw DN, make changes in DA-DN and change trans. location. AMENDED to change frequency from 550 to 1450 kc, power from 5 kw to 250 w, change type trans., changes in ant. from DA-N to vertical ant. and change trans. location.

Modification of CP

WBLW Lake Worth, Fla.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

License for CP

KHON Honolulu, T. H.—License to cover CP which authorized change frequency, increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

AM—1020 kc

WCIL Carbondale, Ill.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

KWBB Wichita, Kan.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

KROF Abbeville, La.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WVMI Biloxi, Miss.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

License for CP

WRBC Jackson, Miss.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

Kosciusko Bcstg. Co., Kosciusko, Miss.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

AM—1390 kc

Wharton County Bcstg. Co., El Campo, Tex.—CP for new standard station to be operated on 1390 kc power of 500 w D. AMENDED to change type trans.

Modification of CP

KTXL Texas City, Tex.—Mod. CP, as mod., which authorized new standard station to make change in vertical ant.

KTLW Texas City, Tex.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

AM—1280 kc

WNAM Neenah, Wis.—CP to mount FM ant. on AM tower.

Modification of CP

KROC Richmond, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KIDO-FM Boise, Idaho—Same.
WKIL Kankakee, Ill.—Same.
WMIN-FM St. Paul, Minn.—Same.
WCAP-FM Asbury Park, N. J.—Same.

CP for Trans.

WMOT Pittsburg, Pa.—CP to specify type trans. and specify ant. system.

License Renewal

Applications for license renewal standard broadcast stations filed by: KDFN KDTH KRIG KWK WGES WTJS.

TENDERED FOR FILING

AM—790 kc

KVLU Lubbock, Tex.—Mod. CP to increase power from 1 kw DN to 1 kw-N 5 kw-D on 790 kc.

Hearings Before FCC . . .

SEPTEMBER 2

AM—Hearing

C. Thomas Patten, Oakland, Calif.—CP 1010 kc 10 kw D. Hearing to be held before Comr. Rosel Hyde in Supervisor's Assembly Room, Alameda County Court House, Oakland, 10 a.m.

SEPTEMBER 4

AM—Hearing

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP 990 kc 1 kw unl. DA. Hearing to be held before Comr. Rosel H. Hyde in Council Room, City Hall, Pittsburg, 10 a.m.

AM—Further Hearing

James A. Noe, New Orleans—CP 1060 kc 5 kw-N 50 kw-D unl. DA-DN.
Deep South Bcstg. Corp., New Orleans—Same.
Intervenor: KYW Philadelphia.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,354 licensed, 500 construction permits, 698 applications pending (of which 379 are in hearing); FM—53 licensed, 881 conditional grants, 675 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (86 in hearing); television—six licensed, 61 CPs, 11 applications pending (three in hearing); noncommercial educational FM—six licensed, 36 CPs, six applications pending.

Plan to Cut

(*Continued from page 15*)

ommends that if no opposition is filed by any party within five days after receipt of a petition, the Commission may approve it without using the Motions Calendar procedure.

Should there be opposition to grant of a petition, or should the Commission have objections, then the matter would go to Motions Calendar.

Pre-Hearing Conferences

Another new plan proposed by the committee is mandatory holding of pre-hearing conferences in which agreement would be reached on routine matters. Section 1.814 of the rules provides that examiners call pre-hearing conferences to clarify issues, obtain stipulations of fact and expedite presentation of testimony. The committee would make this compulsory rather than discretionary.

The committee was deadlocked 3-3 on a proposal to require exchange of exhibits by parties in advance of hearing date, and so notified the executive committee. It held that civil service procedural rules covering discovery do not apply to matters before the FCC.

To slash red-tape the committee urged that Section 1.316 of the rules be changed to provide program tests for an indefinite period, subject to cancellation by the Commission on 10 days' notice. At present program tests are permitted for 30 days, but actually the Engineering Dept. seldom is able to consider license applications during the period and constant extensions are automatically granted. The committee plan is designed to cut this paper work.

Recommendations designed to perfect proposed new broadcast application forms have been submitted to the FCC by the bar association's Executive Committee. The proposals avoid policy matters or substantive legal questions and were submitted after study by a committee headed by R. M. Booth.

The recommendations take the position that the FCC's proposed forms are too complex and that they are difficult to process because of small size and heavy paper. Suggestion is made that too many exhibits are required.

Signing the report were members of the Executive Committee, which includes officers of the bar association as ex-officio members and six other members. Officers are Reed T. Rollo, president; Carl I. Wheat, first vice president; Guilford Jameson, second vice president and at present acting president; John H. Midlen, secretary; Russell Rowell, treasurer. Other committee members are Arthur Scharfeld, Neville Miller, Eliot Lovett, Ben Fisher, Philip Hennessey and Ralph Van Orsdel.

WCFC Takes Newspapers' Place During Shutdown

WHEN a recent printers' strike shut down both of the Beckley Newspapers Corp.'s dailies in Beckley, W. Va., the company turned to WCFC, its FM outlet.

During the 28-hour period when no newspapers were published, the station set up a 12-hour daily schedule with 11 newscasts, making use of all the local news gathered by the staffs of the papers. In addition, WCFC offered the service to WOAY, an AM outlet 15 miles away in Oak Hill, W. Va. WOAY accepted and set up a listening post, using a table model radio to pick up the FM signal and rebroadcast nearly half of the newscasts.

NEW 1-kw station has been licensed to operate on 900 kc at Rouyn, Que., it is learned from CBC station relations department, Toronto. No data on licensee and when station will be ready to go on the air is as yet available. There is one other station in operation at Rouyn, CKRW, 250 w on 1400 kc.

Recording?
demand Universal
on top of the OPERA BUILDING
in chicago
TRANSCRIPTION MASTERS • REFERENCE RECORDING

Music Crises

(*Continued from page 15*)

ment is expected soon of an outstanding national figure to address the convention at that time. The meeting to be conducted by the Assn. of Women Broadcasters has been shifted from Thursday to Tuesday afternoon, occupying a half-hour immediately after luncheon at which Rep. Lea will speak.

Four Clinics Monday

Last-minute details remain to be cleaned up for the four specialized clinics, scheduled Monday. The Program Manager's Clinic will be in charge of Harold Fair, Program Dept. Director. Morning speakers will be John M. Outler Jr., WSB Atlanta, on The Program Manager's Job; Ralph Hardy, KSL Salt Lake City, on Selecting Time for Local Programs and Spots (open discussion). Edgar Bill, WMBD Peoria, will be chairman of a discussion of Public Interest Programming, aided by Robert Saudek, ABC, and Bill Bryan, Eastern Oklahoma Broadcasting Co. Herb Plambeck, WHO Des Moines, will direct a discussion of Farm Service Programming. Participating with him will be John J. Gillin, WOW Omaha; Glenn Snyder, WLS Chicago, and Layne Beaty, WBAP Fort Worth.

Joint luncheon will be held with Sales Managers Group (see below).

The afternoon program clinic will be devoted to disc jockey programs and use of music. Charles Crutchfield, WBT Charlotte, and William Adams, WHEC Rochester, will lead the disc jockey discussion. Mr. Kaye will speak on Copyright Problems. Mr. Whiteman will talk on Selecting and Producing Popular Music.

The broadcast advertising clinic will be divided into three sessions, a retail advertising program in the morning, joint luncheon with program clinic and afternoon session on current advertising problems.

Presiding at the morning session, to be titled "Case Histories Come to Life," will be Odin S. Ramsland, KDAL Duluth, chairman of the Sales Managers Executive Committee. Frank E. Pellegrin, Director of Broadcast Advertising, is in charge of the day's meetings.

The case histories will cover successful use of radio by retail stores, with several executives of department stores taking part. Moderator will be William T. White, sales manager, Wieboldt Stores, Chicago. Participants will be Myrtle Green, of Wieboldt Stores; L. H. Foster, sales promotion manager, The Fair, Chicago; Julian Trivers, publicity director, William Hengerer's Co., Buffalo; Joe Du Mond, KXEL Waterloo, Ia.; E. E. Bailey, managing director, James Black Dry Goods Co., Waterloo; Lee Hart, NAB Assistant Director of Broadcast Advertising.

Eugene Carr, general manager of the Brush-Moore stations, will summarize the case histories and point out ways of applying the techniques.

At the joint advertising-program luncheon, designed to emphasize the close relationship between these two phases of operation, Barbara Welles, WOR New York, will speak on "The Women's Interest in Radio Programming." Harold Fellows, WEEI Boston and an NAB director, will talk on "How to Build Programs for Sale." Gordon Gray, WIP Philadelphia, will speak on "Effective Coordination Between Sales and Program Departments."

At the afternoon advertising clinic broadcasters will discuss current sales problems of broadcasters. Mr. Ramsland and Mr. Pellegrin will take part, along with Hugh M. P. Higgins, Assistant Director of Broadcast Advertising.

Station Speakers

Speakers from station ranks will be Arthur Hull Hayes, WCBS New York, on an industry presentation; John W. Kennedy, WHAM Rochester, on sales practices; Eugene Thomas, WOR New York, on television; Louis Reed, WWL New Orleans, on agency recognition; John M. Outler Jr., WSB Atlanta, on activities of the Sales Promotion Subcommittee; Ray Baker, KOMO Seattle, on agency billing practices.

The Employe-Employer Relations Clinic, with attendance restricted to station managers and owners, will be held in the afternoon. The Employe-Employer Relations Committee, of which John Elmer, WCBM Baltimore is chairman, will meet in the morning. Richard P. Dohoerty, NAB department director, and David J. Farber, department economist, will take part, with Mr. Doherty as moderator.

Panel participants include Frank K. White, CBS; Ernest de la Ossa, NBC; Harold Essex, WSJS Winston-Salem; C. L. Thomas, KXOK St. Louis; Herald Beckjorden, AAAA; Samuel Ganz, assistant to Deputy Administrator, Wage & Hour Division, Dept. of Labor, who will be available for consultation during the convention; Ivar H. Peterson, of the NAB legal staff.

Royal V. Howard, Director of Engineering, will conduct the all-day engineering conference. Participants will include O. B. Hanson, NBC; Paul A. deMars, consultant; John Colvin, ABC; G. Porter Houston, WCBM Baltimore; Alfred E. Towne, KSFO San Francisco; Dixie B. McKey, consultant; George P. Adair, consultant; George E. Sterling, FCC Chief Engineer.

Mr. Howard announced that the NAB Recording and Transcription Standards Committee would meet in Room 15, Convention Hall, at 2 p.m. Tuesday (Sept. 16).

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest Half-Hour Radio Show Is Available

●

It's The Joe Hernandez Show

Currently Under Sponsorship in Los Angeles by Marshall & Clampett Plymouth & De Soto

1. The Highest Hooper, six nights weekly, of any like show in radio!
2. Biggest mail pull in history of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly, of which 68% are families, homemakers, etc.

The entire Pacific Coast, with the exception of the Los Angeles market, is immediately available.

●

JOE HERNANDEZ AGENCY

954 So. La Brea St.
Los Angeles 36, Calif.

Upcoming

Sept. 3-4: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.
Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.
Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.
Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17: Council on Radio Journalism, Atlantic City.
Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Sept. 29: Clear Channel Hearing, FCC Hdqrs., Washington, D. C.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 27-29: School Broadcast Conference, Hotel Continental, Chicago.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

WNBW Uses 2 Microwave Links to Produce Remote

TRANSMITTING of the 10th Annual Horse and Pony Show from suburban Suitland, Md. a fortnight ago by WNBW, NBC's Washington video station, necessitated some special and unusual arrangements since the main transmitter is at the Wardman Park Hotel in the center of Washington.

The pickup site was flat but beyond the line of sight of the tower in Washington, so one microwave dish transmitted the microwave signal from the mobile unit to a tall water tower about a mile away. From the tower, a second microwave dish beamed the signal to receiving parabola at the Wardman Park tower. On previous pickups, a line to a microwave transmitter parabola on a high point beamed at the WNBW tower has been enough. The station said that to the knowledge of its engineering staff, this was the first remote program ever produced in which two microwave links were utilized, with portable equipment.

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

RADIO **WOW** OMAHA

NBC AFFILIATE

5000 WATTS

590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

WOKO

(*Continued from page 20*)

it is to be made public and filed with the docket involved. It also is to be appended to a relative proposed decision.

Three Exceptions

The recommended decision of the hearing examiner, Jack P. Blume, in the Albany proceeding was adopted by the Commission as its proposed decision with but three exceptions. All of these related to suggested operation of the WOKO facilities by the proposed grantee, Governor Dongan Broadcasting, in much the same manner sought by Joseph Henry Broadcasting. The form of the recommended decision, outlined in the amended rules (Sec. 1851 (d)), follows the usual proposed-decision format by embodying a preliminary statement, findings of fact, and conclusions and recommendations.

There are instances in the findings where credibility of testimony was questioned and certain conflicts in the evidence were resolved. This was done through detailed footnotes and citations. These features of the recommended decision system were stated by FCC to be generally possible now as the person presiding at the hearing would also prepare the report.

The recommended decision was handled quickly. It was completed only eight working days following conclusion of the hearings and within another two days had been acted upon by the Commission.

Van Curler Plea Excluded

Conclusions of the Commission's proposed decision specifically excluded the consideration of objections by Van Curler to legality of the proceeding. Van Curler last December, following the U. S. Supreme Court action sustaining FCC's no-renewal decision on WOKO, had petitioned for immediate disposal of its request for the WOKO facilities. But in April of this year the Commission in memorandum opinion denied this petition and opened the field until June 1 for acceptance of competitive requests [BROADCASTING, April 14]. It was in this period that Governor Dongan and Joseph Henry entered.

Regarding Joseph Henry the conclusion stated that on the record "it cannot be concluded that the public interest would be served by granting" the requests. "The principles of this applicant," it said, "Deuel Richardson, its president, treasurer and a director, and Raymond Curtis, its majority stockholder and a director, are, and have been, officers and directors of WOKO Inc., and as such, they are legally responsible for the fraudulent representations as to the stock ownership" found by the FCC in the WOKO renewal case.

In developing this point further the report said that neither "are there any assurances that applicant corporation under this same management can be relied upon to accurately report pertinent facts to the Commission in the future." The report continued that in Joseph Henry's very first document, its application for construction permit, "there is misrepresentation and false statement under oath." Reference is made to an exhibit "which purports to be the text of a resolution adopted by the applicant's" board, and it was stated that the "record shows that no meeting" was held on the specified date nor was a "resolution in the form set out . . . ever adopted" at any time. In addition, the report cited that the firm's corporate minute book, "a most important corporate record, is replete with inaccuracies and omissions."

THIS NEW MOBILE television control room is scheduled for early fall delivery to Boston's first television station, WBZ-TV. It houses all necessary equipment for a two-camera television pickup operation. Two image orthicon cameras and the microwave relay unit are mounted on top of the vehicle.

Report Slaps Curtis

Then entering a discourse on the qualifications of Mr. Curtis, two-thirds owner of Joseph Henry, the report stated that there "would still be no reason for preferring" Joseph Henry over the others "even if the above facts were not present." It continued that even aside from the local ownership issue—Mr. Curtis being termed a nonresident—there was the more important consideration of "the complete indifference to both the community and to the proposed station which has been exhibited by Curtis." The report said this indifference had pervaded Mr. Curtis' past association with WOKO and WABY and that he "has clearly indicated that his future connections with the community and station will be the same as in the past."

The Commission curtly summed up its stand: "In view of what may properly be characterized as Curtis' attitude of crass indifference to any of the obligations inherent in his position as a director of a licensee corporation it can hardly be expected that he would discharge these obligations with the zealousness and conscientiousness which may reasonably be expected of officials of broadcast licensees."

CP Application Sidetracked

At the examiner's request, a memorandum of law was submitted by the FCC general counsel relating to Sec. 319 of the Communications Act of 1934. This precludes Commission authority over the Joseph Henry request for a license to operate the present facilities of WOKO. Shortly before the close of the hearing the applicant submitted another request, asking for a CP instead. This was not

KXO

EL CENTRO, CALIFORNIA

"Voice of Imperial Valley"

250 Watts Day and Night
(1230 kc.)

Serving 146,000 Listeners

Effective Coverage
Imperial Valley,
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Affiliate
DON LEE-MUTUAL BROADCASTING SYSTEM

PAUL H. RAYMER CO.
National Representatives

designated for hearing with the other applications and hence not considered.

The report of conclusions said that consideration also had been given "to the alleged impact of a denial of its [Joseph Henry] applications upon the employees and stockholders" of WOKO Inc., many of whom are identified also with Joseph Henry. It was said that many not only might transfer to WABY Albany when it separates ownership affiliation with WOKO but also to the three other outlets under construction there, plus the proposed Governor Dongan station.

FCC also pointed out that Mr. Curtis would not suffer financial loss in the denials to Joseph Henry since his total investment in WOKO to date has been $80,000 and "he expects to realize approximately $150,000 if the corporation's assets are liquidated." His WOKO dividends over the years further were noted.

Local Ownership

With reference to Van Curler and Governor Dongan FCC based its decision on integrated local ownership and operation. The report found that five stockholders of Van Curler, representing 53% ownership, were non-resident and hold business interests in four other states. "In contrast," the report went on, "each of the 35 stockholders of Governor Dongan * * * is a long-time resident of the Albany area and most are prominently identified with that community and its civic life."

Governor Dongan is headed by James T. Healey, president and 18.7% owner, who has been associated with radio in the Albany area since 1932. He is director and 5.3% owner of WSNY Schenectady, but proposed to give up that interest should Governor Dongan be granted.

The engineering condition of the proposed grant to Governor Dongan provides that the applicant within 60 days file a modification of its request to specify the nighttime directional array proposed by its competitor, Joseph Henry. This would effect complete coverage to Albany according to the report.

FCC informally stated that because of inappropriateness it had deleted from its proposed decision the hearing examiner's suggestion to permit Governor Dongan to take over interim operation of the WOKO facilities. Through possible oral argument on the proposed finding, major changes of conclusion could be made whereby FCC would favor another applicant. Counsel for both applicants proposed to be denied last week said they had yet to confer with their clients regarding whether exceptions to the proposed decision would be made. They have 20 days.

Commissioner Durr earlier had favored grant of Van Curler, not agreeing with the Commission in inviting new applications. With the new hearing, however, he concurred with the other Commissioners in favoring Governor Dongan. His view, appended to the Commission's order, follows:

For the reasons stated in my dissent to the Commission Memorandum and Order adopted April 4, 1947, I believe that the Commission was in error in permitting the filing of competing applications after the Van Curler application had been heard and the record closed. I think Van Curler was entitled to consideration and a grant of its application on the merits of that application.

The Comission, however, having taken a contrary view and now having the conflicting applications before it for comparative consideration, I agree that on the basis of the present record the application of Governor Dongan Broadcasting Corp. is to be preferred. I therefore concur with the Commission in its adoption of the Examiner's Recommended Decision, with the exceptions noted.

"It's OK, pal—WFDF ain't broadcastin' dis fight."

Five AM Outlets Authorized Including Two for Torrington

FIVE NEW local standard stations and two 1 kw daytime-only outlets were granted construction permits last week by FCC. Two of the authorizations went to Torrington, Conn., 27,000 population.

James F. Alexander, Chief Justice of the Supreme Court of Texas is identified with group receiving new 1 kw daytime grant on 1370 kc at Austin, Tex.

The Litchfield County Radio Corp. was granted 990 kc, 1 kw daytime, at Torrington while The Torrington Broadcasting Co., former proposed grantee, was awarded 250 w, unlimited hours, on 1490 kc.

The new AM authorizations, and respective ownerships are:

Fayetteville, Tenn.—Elk River Broadcasters, 1240 kc, 250 w, unlimited. Equal partnership: R. A. Largen, auto and grain dealer; R. M. McKay Sr. and R. M. McKay Jr., stockholders of WKRM Columbia, Tenn.; Revis Hobbs, WKRM chief engineer, and J. M. McGraw, banker and businessman.

Quincy, Fla. — Quincy Broadcasting Corp., 1230 kc, 250 w, unlimited. Principals: Richard J. Gardner, attorney, president and 13% owner; Joe Wedeles, president of Max Wedeles Tobacco Co., director 20%; K. A. McGowan, publisher Gadsden County Times, vice president 25%; A. L. Wilson, president of A. L. Wilson Co. and Wilson Fertilizer Co., secretary-treasurer 20%; George L. Henderson, vice president of Lewis State Bank, 20%, and Frederick T. Myers, student, 2%.

San Juan, P. R.—Electronic Enterprises Inc., 1400 kc, 250 w, unlimited. Principals: Virgle H. Meador, maintenance technician of CAA overseas transmitter station at San Juan, president and 49%; his wife, Gloria I. Meador, vice president 1%; Bernard Rubell, manager of the San Juan office of Nestle's Milk Products, secretary 49%, and his wife, Elizabeth Rubell, treasurer 1%.

Austin, Tex.—Thomas G. Harris, individually and as trustee for Coleman Gay et al, 1370 kc, 1 kw, daytime only. Association: Thomas G. Harris, onetime announcer-operator at WJAD (now WACO) Waco, Tex., and former CAB economist; James P. Alexander, Chief Justice of the Supreme Court of Texas; E. G. Kingsberry, in hotel business for 11 years; Rex D. Kitchens, general contracting business; Spencer J. Scott, auto storage and parking, hotel and restaurant business Hardy C. Harvey, former assistant manager of the Texas State Network and manager KNOW Austin and KABC San Antonio, now engaged in publication of the Austin Shopper. All hold 11% interests excepting Messrs. Harris and Harvey, who each hold 22% interests.

Holland, Mich.—Holland Broadcasting Co., 1450 kc, 250 w, unlimited. Principals: Millard C. Westrate, assistant superintendent, Board of Public Works, Holland, president; Willard C. Wickers, director, midwest division, Netherlands Govt. Information Bureau, vice president; Nelson W. Bosman, owner; W. A. Butler, director and with family 20% owner Sentinel Printing Co., publisher Holland Evening Sentinel, treasurer; I. H. Marsilje, who supplies parts to Chris-Craft Corp., and P. T. Sheff, president, Holland Furnace Co. Each holds 16 2/3% interest.

Torrington Interests

Torrington, Conn.—The Torrington Broadcasting Co. Inc., 1490 kc, 250 w, unlimited. Principals: Joseph R. Schifini, owner hairdressing establishment, president-treasurer and 41.55% owner; his son, Gerardo Schifini, 26.95%, proposed announcer-operator; Joseph A. Ciccaglione, son-in-law of J. R. Schifini, 26.95%, proposed officer manager-bookkeeper; and Richard Kilbourn, former announcer-scriptwriter at WOCB West Yarmouth, Mass., 4.14%, proposed program director and chief announcer.

Torrington, Conn. — The Litchfield County Radio Corp., 990 kc, 1 kw, daytime only. Principals: J. Richard Dobbins, sales representative American Airlines, president-treasurer and 69.83% owner; Frederick Bieber, assistant manager WTHT Hartford, vice president and assistant secretary-treasurer 13.96%; Herbert L. Crapo, president Litchfield Enquirer Publishing Co., secretary 1.39%, and Francis Griffiths, general manager Turner & Seymour Mfg. Co., 2.79%.

All of the grants involve engineering conditions excepting those made to Electronic Enterprises and Torrington Broadcasting.

Torrington Broadcasting earlier had been recipient of a proposed grant for Torrington in a competitive proceeding with Berkshire Broadcasting Corp., Danbury, Conn. [BROADCASTING, March 10]. Berkshire subsequently amended its request and was granted a new station there on 800 kc, 250 w daytime [BROADCASTING, June 30].

Master Antenna System For Apartments Devised

RCA VICTOR engineers have devised a master antenna system for apartment house television and other multiple dwellings that is now ready for commercial use, the engineering committee of the Television Broadcasters Assn. Inc., reported last week.

System is known as the RCA Television-FM-AM Antennaplex System. It provides terminals for standard radio, shortwave and FM reception, in addition to video reception, RCA officials said.

Why does Quaker Oats depend on spot radio programs?

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Offices in Chicago
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REPRESENTING LEADING RADIO STATIONS

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THE NATION'S STATION

To serve *properly* a large segment of the American radio audience for a quarter-century has been a stimulating, challenging responsibility of The Nation's Station.

KFMB sells SAN DIEGO

There's no pro and con when it comes to results on KFMB. Our advertisers get results —increased sales— increased profits. Why? Because San Diego good listening centers around KFMB. Sell from "the inside" and you sell more at less cost.

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• Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

17¼ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

WINR

(*Continued from page 20*)

advance, to the Associated Press for the news service to be furnished hereunder, the assessments as fixed and apportioned from time to time by the Board of Directors of The Associated Press, as provided in the By-Laws thereof."

Well, here's that principle of the Boston Tea Party again. "Assessments as fixed and apportioned" for radio stations by a Board from which radio stations, as such, are barred! And the only remedy any radio station associate member is granted in the contract is to resign from AP and to get out within a maximum time of 90 days. This puts radio in the role of stepchild with a vengeance.

3—Article Five of the contract specifies: "The news service may not be suspended . . . except by reason of . . . the *suspension or expulsion of the Member for cause, as provided in the By-Laws of the Associated Press.*"

WINR certainly will not put itself in position to be suspended or expelled from The Associated Press under any set of by-laws written for radio stations without participations and right to vote on those By-Laws by proper representatives of the radio industry.

4—Article Six of the contract reads: "The Member shall promptly furnish to The Associated Press, upon request, all the spontaneous news available to the Member in the Member's district which is fixed as the said city in which the Member's radio station is located and the territory adjacent thereto within a radius of thirty miles."

This may be perfectly reasonable demand upon a full member of The Associated Press. It is certainly an unwarranted obligation to place upon a station which doesn't have a genuine membership. WINR might be quite willing to comply with this provision if it had a full membership in AP, with rights equivalent to the rights of newspaper members who have agreed to this provision. But as an associate member, with no voice in the councils of the Associated Press, we see no reason why the news developed by the WINR News Department should be handed over to The Associated Press, "on request."

5—Article Eight of the contract reads: "In the event that any of the terms and conditions of this agreement shall be *or become* contrary to or inconsistent with the By-Laws of The Associated Press, the By-Laws shall prevail."

This is close enough to a well-known provision of AFM contracts to have been written by Jimmy Petrillo, himself.

6—In the first paragraph of the contract it is specified that WINR shall be "hereinafter called the 'Member'." In a brochure issued by AP, this statement is made: "Radio broadcasters who insist upon placing the indelible stamp of quality upon their newscasts now have an opportunity of saying to their listeners: 'This station is a member of The Associated Press.'" Furthermore, I have heard one radio station announce: "This station has become the first FULL member of the Associated Press in the radio field."

None of the above statements is strictly true and one of them is not only misleading, but false. If WINR had accepted the contract you sent me, it would have announced, in strict accuracy: "This station is an associate member of the Associated Press." No associate member has a right to make the misleading announcement the AP brochure offers. Without qualifications the implication is certainly present that the radio station is a full member. And that is a privilege denied to radio stations.

For all the above reasons, WINR is compelled to decline the associate membership offered.

WINR now has a contract for the purchase of Press Association news which is in effect until August 5, 1951. For the duration of that contract, we prefer to remain strictly as purchasers of the Press Association service; a client, rather than an associate member.

I remember that you once told me that Press Association contracts would be honored by the Associated Press until their normal termination, in case the client did not wish to re-negotiate his contract on the basis of associate membership and I am assuming that WINR's present contract will remain in effect until its stated expiration date.

Gram, I am genuinely sorry I cannot go along with you on this and I hope that one day soon The Associated Press will work out a plan that will establish as a condition of membership a proper partnership of newspapers and radio stations in The Associated Press.

E. R. Vadeboncoeur, Vice President
WINR Syracuse 2, N. Y.
Aug. 22, 1947.

Research Bureau Enters Into Transcription Field

NATIONAL Research Bureau Inc., Chicago, a sales organization specializing in services to radio stations, this week announced its entry into the transcription field.

Frank R. Kendall, executive vice president and merchandising director, said the firm's new transcription plan would permit small, independent producers to get national distribution on their open end programs without the expense of maintaining a sales organization. "We already have several hundred programs of all types available and expect to increase the library substantially," he said.

Menser Buys New Lake Worth Outlet

FCC Asked to Approve Transfer Of WBLW, Assigned 1490 kc

CLARENCE L. MENSER, who resigned Aug. 1 as NBC vice president in charge of programs, has purchased WBLW Lake Worth, Fla., new local outlet under construction, for $10,214.07. Deal is subject to FCC approval.

Mr. Menser

The application tendered for filing at the Commission requests consent to transfer of control of Lake Worth Broadcasting Corp. Inc., WBLW permittee, from present owners to Mr. Menser. The former NBC executive has owned and operated agricultural properties in the region for some years and is familiar with the Lake Worth area.

Lake Worth Boadcasting is composed of: James K. Edmundson, president and 40% owner, who must retire to only a light practice of law on the advice of his physician; his wife, Charlotte Edmundson, vice president and 10%; Frank R. Knutti, secretary-treasurer and 40%; and his wife, Elaine Knutti, 10%. The transaction requires that Mr. Menser make an employment agreement with Mr. Knutti as station manager for a year and renewable on certain conditions.

The $10,214.07 is to be held in escrow pending FCC approval of the transfer. At this time the sum will be paid to Mr. Edmundson who in turn will pay a note of $1,515 made by Mr. and Mrs. Knutti for purchase of their stock; and likewise $1,400 to pay a note made by himself and Mr. Knutti. Mr. Edmundson will retain the balance to cover his stock and that of his wife, plus his advances to the firm.

WBLW is assigned 1490 kc, 250 w, unlimited.

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America's Oldest School Devoted Exclusively to Radio Broadcasting

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CHICAGO 4, ILL.: 228 S. Wabash Avenue

TV Outlets Owned by Papers Talk Chicago-N.Y. Network

OFFICIALS of newspaper-owned television stations, meeting at the Palmer House in Chicago Aug. 28-29, urged immediate formation of a network to supply both television communication and programming for major cities between New York and Chicago. At the same time, the group emphasized that stations themselves would have no financial interest in the formation of such a network which, the television executives agreed, would result in a tremendous demand for television in smaller communities.

Envisioned was a network of microwave and multiplex relays that would connect New York and Chicago via Albany, Cleveland and Detroit, via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cincinnati and St. Louis.

This was predicated on information supplied in a surprise appearance before the meeting of E. C. Ziesel, sales manager of the Communications Division of Western Union in Chicago.

Mr. Ziesel revealed that Western Union had progressed sufficiently in plans outlined earlier in television hearings before the FCC that such a network would be available in six months.

He said that Western Union's projected microwave teletype network provided 1900 channels, of which several hundred would be over and above the company's needs.

"These surplus bands we propose to sell," he explained.

He described the physical characteristics of the microwave relays as using the super frequencies between 3,000 and 4,000 mc, with towers 30 to 120 feet high located from 30 to 60 miles apart.

"The sites have all been acquired and material ordered," he added.

Western Union's present plans call for microwave systems between the above named cities, with service to any subscriber desiring to establish television stations in cities along the route.

The company would supply service to video broadcasters or to networks either on a leased basis or for short intervals. Such a service would be offered at rates sufficiently low as to encourage further applications for television licenses, Mr. Ziesel said.

Kenneth Stowman, general manager of WFIL-TV, *Philadelphia Inquirer* television station, said broadcasters urgently need the services and variety of programming which could be attained only by network television.

Representatives of AP, UP, INS and Acme told the group that their services could supply 16 to 35 mm newsreels as well as copies of wirephoto and contact prints of news pictures for reproduction as part of television news broadcasts.

Purpose of the meeting, called by the *Philadelphia Inquirer*, was to explore mutual problems that would confront newspaper-owned and operated television stations. These, Mr. Stowman said, included studio lighting (incandescent vs. fluorescent lamps), live vs. film programs, production techniques, studio construction, microwave links for remote pickups, selling and programming, Zoomar lens and its use in television, rate structure, and methods for obtaining continuing studies of television audiences according to income.

Those attending the two-day session included Roger Clipp, R. A. Thornburgh and I. E. Littlejohn, also of the *Inquirer;* Frank Schreiber, Carl Meyers and Vernon Brooks of WGN; George Burbach and Robert Cee, KSD-TV St. Louis; Cliff Denton and B. O. Sullivan, *N. Y. Daily News;* Harry Bannister, WWJ-TV Detroit; L. W. Herzog, WTMJ Milwaukee; John Hanrahan, WEWS Cleveland; F. Van Konynenburg, WTCN St. Paul; Kenneth Berkeley, WMAL-TV Washington; H. W. Batchelder, WBAL Baltimore; Van Larson, WPEN-TV *Philadelphia Evening Bulletin;* William Magnuson, WBEN *Buffalo Evening News.*

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

Five Film Stars in New Production-Station Firm

FIVE movie stars have combined with Arthur Kurlan, radio producer, to form Radio Repertory Theatre Inc., Hollywood, with plans for regular dramatic series. Stars include Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy, Ray Milland, with increases up to maximum of ten. Aim is to broadcast previously unavailable properties, make recordings, purchase and develop story properties, produce radio programs, and possibly purchase and operate stations.

They Say...

"DESPITE all these . . . drawbacks, some 60 advertisers are sponsoring television shows. They foot heavy bills to get experience in television methods and franchises on the best broadcasting time—all in preparation for the inevitable day when television finally fulfills its early and greatly publicized promise. And as receiving sets sell, advertisers will be brought in, programs will be developed, stations will be built. At least, this is the hope of the television people and it seems to be working out that way."

From "Report on Television" in Kiplinger Magazine for September, 1947.

* * *

"JAMES CAESAR PETRILLO . . . has served a notice on the broadcasting companies which is simply a holdup . . . The absurdity of this demand (that musicians be paid double if same broadcast is aired over AM and FM simultaneously) is illustrated by the fact that relatively few families have FM receivers at the present time, that most of them have the other kind as well, and that nobody is going to get the same program simultaneously on two different types of receivers in the same house. In other words, there will be just one broadcast in one house as there was in the past, and the 'service' of the musicians in the studios is not doubled thereby. It is not changed in any respect."

From editorial on "Mr. Petrillo and FM Broadcasts" in The Bridgeport (Conn.) *Post.*

* * *

"YES, THE SCIENCE and art of the radio has gone far. Now, instead of two chickens in every pot, or two cars in every garage, families accept two radios in every home, or one in every room, without much thought. Every girl wants to take a radio-phonograph back to school. It provides entertainment and a way of entertaining. It provides knowledge and soft music while gaining knowledge. Also . . . if you are a new student, it's one way to get into the swim and make friends easily . . ."

From article headed "A Radio Set Is a 'Must' for College" in Norfolk Virginian-Pilot, Aug. 17.

GEORGE C. MARSHALL, U. S. Secretary of State, will officially open United Nations Week on Sunday, Sept. 14, with an address to be carried by NBC exclusively at 4:30 p.m., it was announced last week by Philip D. Reed, national chairman of UN week. Broadcast will originate in New York's Waldorf-Astoria Hotel.

CLEMENT R. ATTLEE, British Prime Minister, is to be guest speaker at a luncheon meeting of the Assn. of American Correspondents in London on Sept. 10, according to an announcement by Merrill Mueller, president of the association and manager of NBC's London office. Mr. Attlee is to discuss the "British Crisis, vis-a-vis the Marshall Plan."

"What are you WAITING for?"

Northwest Iowa's Mutual Station

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SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

Baltimore's Listening Habit

WCBM

We Cover the Baltimore Market

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives
John Elmer, President
George H. Roeder, General Manager

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Excellent opportunity for woman commentator! The woman who will qualify for this position is between twenty-eight and forty; experienced in radio dramatics and as commentator; able public speaker; capable of establishing civic contacts and doing public relations for a large department store. Woman who gets this assignment will be featured on daily program on one of nation's leading stations. Writing ability not essential. Write full details about yourself and complete experience to Gene Dennis, R. J. Potts-Calkins & Holden, BMA Building, Kansas City, Missouri.

Where are all the good radio men-Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Wanted—Announcer who can write copy and who knows something about selling radio time. Mutual affiliate in southwestern city under 20,000. Write Box 190, BROADCASTING.

Wanted: Salesman who can qualify as assistant manager, Mutual affiliate, southwestern city 15,000. $285 month plus and good working conditions. Box 214, BROADCASTING.

Wanted by news service long subscribed to by New York daily newspapers: Salesman of high standing and wide contacts in radio news program field to introduce our report into New York area radio stations. No publicity counsellors need apply. Box 221, BROADCASTING.

Announcer—Here's where experience will pay off 1000 watt, midwest, ABC-affiliate has opening for strong versatile commercial announcer. $70.00 for 48-hour week. Talent extra. Send qualifications, photo, and transcription. Box 238, BROADCASTING.

Experienced man who can turn out copy that sells in quantity. Attractive salary to hard worker. Michigan station. Box 270, BROADCASTING.

SPORTS SHOW FOR SALE!

We cut 78 recordings of the slickest, smoothest 5 minute sports show you've ever heard. Researchers and writers really went to town on the stories and the Narrator put them over like nobody's business! The customer ran the show on 15 small stations and now it's ours. We own outright the masters and prints of the entire program and have the copyrights on the name.

They're built for fast moving 5 minute spots or can be combined into a smart 15 minute sports program. Write for samples and our price on the whole works. You'll be amazed at our answer!

Box 378, BROADCASTING, CHICAGO
360 N. Michigan Ave.

● *MIAMI, FLORIDA*

WWPB, Miami's newest AM-FM station, is now selecting its staff for early Fall opening. Salesmen, announcers, engineers and writers are required. Full information in first letter, please. Salesmen commission basis only. Write Radio Station WWPB, 414 S. W. 2nd Ave., Miami, Fla.

Help Wanted (Cont'd)

General sales manager for new 250 watt station WCSS granted in Amsterdam, New York. Must have wide local station experience and executive ability, but most of all must have the definite sales push. Man must be young, energetic and hungry for the big dough. This is a terrific proposition for the man who can produce. There's nothing in it for the man who just wants a title. Please send complete information first letter to Arthur Carter, WCSS, 119 Stewart Street, Amsterdam, New York.

Announcer-engineer south Alabama station wants announcer-engineer who can run ad-lib show and do a good job on news. Please write, wire or call Howard C. Gilreath, General Manager, WEBJ, Brewton, Alabama, telephone 558.

Unusual opportunity for woman writer! Here is excellent position for thoroughly experienced woman to write daily quarter hour program for women. Must be experienced in developing dramatic scripts that merchandise fashions, etc. Program has been on the air fifteen years. Woman who qualifies for this position has a real opportunity to make name for herself. Write full details about yourself and experience and submit scripts to Gene Dennis, R. J. Potts-Calkins & Holden, BMA Building, Kansas City, Missouri.

Commercial manager and chief engineer wanted by one of North Carolina's most progressive stations. Only thoroughly experienced men need apply. Write Box 361, BROADCASTING.

Continuity writer who can handle women's program in small station. Location southwest. Give all details first application. Box 365, BROADCASTING.

Salesman — Drawing account against 15%, established network affiliate, large market, give complete details on experience. Box 373, BROADCASTING.

Good announcer with experience wanted by progressive Mutual station. Excellent salary right man, no trainees, please. Send photo, audition disc with first letter. Box 376, BROADCASTING.

Program director with announcing experience in rural station, to have charge of announcers and production of programs. Single man preferred. WJAG, Norfolk, Nebraska.

Wanted—Experienced girl for writing news, continuity, and handling traffic for newly established local station. Capital Broadcasting Co., Lewistown, Montana.

Wanted—First class engineer. Write, including full information and photo, Chief Engineer, WALB, Albany, Georgia.

Chief engineer to supervise construction and installation 250 watt local station just granted in Amsterdam, New York, and become regular chief operating engineer of the station. Company later has plans for FM and other expansion. State complete qualifications first letter, including salary expected. Also, indicate salary you will take if small, new, attractive apartment is provided free. Write Arthur Carter, WCSS, 119 Stewart St., Amsterdam, N. Y.

Salesman—Unusual opportunity offered dynamic radio salesman, hard worker Washington area station. Drawing account and commission. Box 402, BROADCASTING.

AGGRESSIVE SALES MANAGER

WANTED BY

new 250 watt independent in Greater Cleveland market. Should be experienced, have proof of ability. Send story to WSRS, Radio Center Bldg., Cedar-Lee, Cleveland Hghts. 18, Ohio.

Help Wanted (Cont'd)

Sales manager wanted — Regional NBC affiliate serving more than 100,000 radio families, leading California market needs capable, experienced man to handle sales and help in overall management. Must have worked with and know eastern advertising agencies and have good contact national field. For personal interview by appointment only with our General Manager who will be in Washington Sept. 9 and 10; Atlantic City, Sept. 12 to 18; New York, Sept. 19 and 20, and Chicago Sept. 22 and 23. Write air mail giving complete information on experience, age, personal photo, salary expected, references and etc. to KCRA, Sacramento, Calif.

Wanted—First class operator with at least two years broadcasts for 5000 watt daytime station. WRRF, Washington, N. C.

Independent 1000 watt daytime station wants salesman who has proven by past performance that he is a hard worker and producer. We are not in need of additional members to our policy committee or inside office advisors. This situation offers an unexcelled opportunity to a man who puts personal sales volume ahead of everything else—unlimited future for right party. Send full particulars and record of past performance in first letter to Commercial Manager, WTOD, Toledo, Ohio. No wires, no phone calls, or personal visits considered.

$10,000 per year. If you are the happy combination of good play-by-play sports announcer and time salesman, you can earn $10,000 and more per year at KCBC, Des Moines. Contact Allan Curnutt immediately. Give full information and how soon available.

Writer—Two Civil Service positions in New York State Radio Bureau creating public interest announcements and programs. Minimum requirements: professional radio writing two to four years depending on education. Starting salary $3720.00. Write or wire Miles Heberer, Director, Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

News director wanted immediately. Must have had practical newspaper experience, possess good air voice. In answering state name, age, home address, phone number, martial status, where you have worked, length of service, when available, salary expected. Forward audition disc, WDZ Broadcasting Co., Tuscola, Illinois.

If you are a good salesman and can originate, write and sell local programs and spot advertising, and would like to have the opportunity to become commercial manager of small station in city with no competition and only station within 100 miles radius, send full information immediately to H. C. Erwin, 209½ West Second Street, Little Rock, Arkansas.

Sales engineer—Excellent opportunity for man with proper background and sales ability in connection with FM broadcast transmitters. Written application only. Please address REL Equipment Sales, Inc., 612 North Michigan Avenue, Chicago, Illinois.

Wanted—Announcer-control room operator—excellent opportunity for man with pleasing voice, fine musical ear, and ability to handle commercials, newscasts, and live talent shows with exclusive FM station. Send photo and disc with first letter to WWHG, Hornell, New York.

Openings! Good openings for announcer-producers, salesmanagers, manager-engineers, sportscaster-salesman; construction (AM-FM) engineers (US & Overseas). RRR, Employment Service, Box 413, Philadelphia.

Two announcers, copy writing helpful, about October first. Send complete information and disc to Harold Stephens, Box 282, BROADCASTING.

COMMERCIAL CONTINUITY & SALES SERVICE. Michigan AM-FM operation wants man in late twenties or early thirties who has handled commercial continuity and sales service for at least three years at the same station. Ambitious announcers need not apply. Send photograph and salary requirements with application.

Box 401, BROADCASTING

Help Wanted (Cont'd)

Announcer—Experienced in staff work. Short working day. Must have friendly delivery. Prefer midwesterner. $50.00 plus talent. Send transcription. WMLO, Milwaukee.

Experienced announcer wanted for general staff work in progressive midwest network station located in metropolitan area. Good salary, must have high recommendations, address Box 393, BROADCASTING.

Combination man, engineer-announcer, with first class radio telephone license wanted by September 15. Salary and working conditions good. Please send full details and audition disc with first letter. Radio Station WLAY, Muscle Shoals, Alabama.

Trained or experienced announcer, also continuity. Must have car. $55.00 to right man. Send details and disc to WATG, Ashland, Ohio.

Commercial manager, salary plus percentage, new station grossing $7000 in beautiful southwest town. Rare opportunity for permanent, sober, reliable salesman-executive type with much experience. Send photo and all references. Box 400, BROADCASTING.

Program director—250 watt, fulltime independent, seeking experienced man, creative and industrious to combine programming and production with announcing. Salary $60.00 per week. Also, announcer needed. Box 398, BROADCASTING.

Salesman—Experienced, energetic, time salesman—small city, New England, 250 watt fulltime independent. $30.00 to $40.00 per week drawing account against 15% commission. Box 399, BROADCASTING.

Wanted—General manager, also assistant manager, for group of stations. Must have executive ability, wide experience, and must be progressive, hard-hitting and well versed in all fields of radio management. Please state in first reply complete and detailed experience, local and national, full references, age, marital status and other pertinent data. Applications and negotiation held in strictest confidence. Box 280, BROADCASTING.

Help wanted — Topflight transmitter engineer competent in AM and FM for job in progressive station in southeast. Box 300, BROADCASTING.

Chief engineer for RCA installation and full responsibility 250 watt fulltime Apartments available. WFLB, Box 432, Fayetteville, North Carolina.

Situations Wanted

Experienced, proven successful general manager available. Top record and references. Over fifteen years in all phases of broadcasting. Will get your station out of the red or put new one in money very fast. Young, family man, sober, dependable. Will arrange interview. Box 213, BROADCASTING.

Operator—1st phone, 2nd telegraph. 5 yrs. experience USCG. Will travel. Box 292, BROADCASTING.

Announcer experienced all phases, making change. Available immediately, prefer midwest. Married, 27. Excellent references. Disc, photo available. Box 297, BROADCASTING.

Announcer — Experienced. Newscaster, writer. Knows production and programming. Available two weeks' notice. Box 301, BROADCASTING.

NEW 250 w STATION

In El Paso, Texas, population over 100,000, needs key personnel, Chief Engineer, Program Director, Sales Manager. Interested only in top-flight people who want a connection with a future, can produce and grow with this station. Write stating full experience, education, references, remuneration expected and photo.

Sunland Broadcasting Co.

Vincent W. McConn, Vice-President

369 First National Bank Building
El Paso, Texas.

Football
SPORTSCASTER
Play-By-Play
Experienced
Available immediately
Box 306, BROADCASTING

Situations Wanted (Cont'd)

Good station can always place a good man with fresh ideas and disc show with new slant. Show now experiences rating above network favorite. Easily adapted to any schedule; morning, night, etc. Single, 24, sober, 5 years experience, first class ticket and not a floater. Contact this man, he's a good investment! Prefers large metropolitan station that's far sighted, progressive and cooperative. Remarkable ad-liber, all-round announcer. Excellent references. This man's middle name is "Asset" and can be yours if you believe in "Live and let live". Personal interview and audition arranged. All replies promptly acknowledged. Box 346, BROADCASTING.

Engineer—1st phone, RCA grad. Available immediately. Will travel. Box 347, BROADCASTING.

Announcer. Thoroughly experienced all types shows. Act, write, build shows. Single, 29. Will travel. Box 348, BROADCASTING.

Attention station managers—I'm that thorough radio man you've been looking for, with over six years vital experience in broadcasting. From 250 watter to present responsible position with leading station in metropolitan eastern market. Wish to re-locate in medium market (midwest preferred), as program director or assistant manager. Former announcer, know sports, special events, news. Have produced network commercials; public service award-winners. Two years program-building for present station; also experienced with top sales promotion. Married, sober, hardworking, able to meet the people! Present employer knows this ad and will furnish excellent recommendation. Write Box 349, BROADCASTING.

Desire positions with progressive station. Experienced announcer. Women's editor. Married, no children. Box 350, BROADCASTING.

Operator, first phone, wants job. Will travel. Box 351, BROADCASTING.

Manager—Intimate knowledge of all departments, particularly sales. Lifetime in advertising, past twelve years in radio. Currently manager of prosperous midwest network local. Seeking larger market. A change is desired but not required. Box 352, BROADCASTING.

Selling or administrative position. Presently employed as assistant to regional sales manager of leading ET firm. Have late model car for use in connection with position. Wish salaried position, progressively commensurate with ability demonstrated. Available on two weeks' notice. Box 354, BROADCASTING.

Eight years in FM including management, engineering, construction, announcing, programming, promotion. BA, BS, MS(EE) degrees. I can take charge of any or every phase of your FM operation. Box 366, BROADCASTING.

Experienced salesman presently employed desires job with future in northern Ohio or Michigan. College graduate, single, hard working, 28 years old. Record and references furnished upon request. Box 355, BROADCASTING.

Chief engineer, college graduate E.E., electronic research, regional broadcast background. Complete installation and planning. Reply Box 356, BROADCASTING.

NBC producer-writer, thoroughly experienced all phases, 36, single. Seeks position program manager-producer. Go anywhere for good opportunity. Former actor, can handle some announcing and ad-lib interviews. Excellent references. Box 357, BROADCASTING.

News editor. Now wire editor of 5-edition daily newspaper. Formerly announcer on leading record station Baltimore) and network affiliate. Age 2. Box 358, BROADCASTING.

Capable radio-trained veteran. Single. Desire opportunity as continuity script writer, newscasts or announcer. Any locality. Salary secondary to opportunity. Box 359, BROADCASTING.

FOR SALE

TRANSMITTER EQUIPMENT

RCA 1-D and 5 kw amplifier—mod. and freq. monitors. 200 ft Truscon Tower and misc. equip. For full details write Chief Engineer, KSO, Des Moines, Iowa.

Situations Wanted (Cont'd)

Control room operator. Few months experience on turntables, recorders, console. Ambitious, hard working. Make offer. Anywhere in east. Box 360, BROADCASTING.

Transmitter and control room operator, reliable, married, presently employed, want to locate on Pacific Coast. Box 362, BROADCASTING.

14 years New York radio. Thorough knowledge and experience as chief announcer, director-producer, sound man. Music writing, drama, and newscasting. No sports. Rich voice that sells. Young, married. Top references. Two weeks notice. Southern California preferred. Box 363, BROADCASTING.

Thoroughly experienced announcer who understands radio wants job in program directing and selling. Now employed as announcer at leading metropolitan station. 4 years experience. College graduate. Married. Age 31. Hard worker. Farming background. Must make $75. Box 364, BROADCASTING.

FM engineer, MS(EE), senior member IRE, eight years FM and Radar experience including designer, building, chief engineer, manager FM station. Box 367, BROADCASTING.

Chief engineer. Fifteen years experience in broadcast, audio, electronics, electroacoustics. Know installation, operation, design, research, directional design and allocations. Prefer one to ten kw in midwest, central west, or west coast. Married, age 35. Box 368, BROADCASTING.

AFRS Director of Radio returning to civvies in March, 1948. Desires managerial or PD with sound station. Write Box 369, BROADCASTING.

Engineer. 1st phone, college background. Station experience. Will travel. State salary offer. Box 370, BROADCASTING.

Announcer-script writer. Grad leading NY announcers' school. Married, vet. Will travel. Disc, photo. Box 371, BROADCASTING.

Program manager—Ten years radio experience in largest advertising agency wants to work for radio station in northeast, northcentral, or northwest. Age thirty, top references. Resume sent on request. Box 372, BROADCASTING.

Program director. Strong on production and saleable ideas. Box 374, BROADCASTING.

Obstetrician for radio stations. Construction, management, sales, programs. Box 375, BROADCASTING.

Manager—Now with station he successfully launched, producing hundred thousand revenue first nine months. Interview, NAB Convention. Box 377, BROADCASTING.

Announcer—3 years' experience, veteran, prefer vicinity Chicago. W. Tupper Jones, Starlight Theatre, Pawling, N. Y.

Engineer, RCA grad, 1st phone, vet, 27, married. Mid or southwest preferred. Richard Wilkinson, 31-33 56th Street, Woodside, L. I., N. Y.

Looking for inexperienced all-round announcer? Graduate radio school, single, 24. Disc available. John Somers, R 2, Box 299A, Elgin, Illinois.

Announcer available immediately. Graduate of leading Chicago radio school and excellently commended by staff. High school graduate, married, veteran, 21, sales experience. Enthusiastic, will go anywhere. Dick Moore, 1821 Roe Ave., Racine, Wisconsin.

Announcer—25, single. Limited experience. Will travel. Disc, photo on request. Tom Ziegler, 4827 Hirsch Street, Chicago 5, Ill. Columbus 6322.

Standby. If you want an announcer who's ambitious, alert and not a floater, read on. If you want an announcer who has personality, voice and saleability-plus, look no further. Here's your man. Hal Shore, 1051 E. Tremont Ave., Bronx 60, N. Y.

SPECIAL EVENTS AND PUBLIC SERVICE DIRECTOR. Michigan AM-FM operation wants man in late twenties or early thirties who has handled special events and public service programs for at least three years at the same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 390, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, vet, 26, single. Will travel. Can you use me? Robert F. Rito, 1403 N. Lockwood Avenue, Chicago 51, Ill.

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

Engineer. 1st phone, RCA grad., vet, 26, married. William F. Kausch, 34-33 90th Street, Jackson Heights, New York.

Engineer. 1st phone. Technical background and experience. Vet, 25, will travel. Albert Klose, 169 Arlington Ave., Jersey City, N. J.

Program director, 30, five years experience network and independent station operation. Excellent musical background. Go anywhere. Jerome Oppel, 242 N. Western Ave., Los Angeles.

Commercial manager, station manager or account executive position desired by young man 32 years old with 8 years experience with large independent station. Two years with network station both in metropolitan area. Number one salesman with station for last five years. Complete and satisfactory explanation for desiring change. Photo and detailed information of experience and qualifications by myself and employer upon request. Box 328, BROADCASTING.

Newsman—Thoroughly experienced, intelligent rewrite—good, capable announcer—mature, sober, conscientious. $75.00 minimum. Presently employed. Box 333, BROADCASTING.

Scripter available—Young woman, able, all-round continuity writer, A-1 continuity editor; seeking connection progressive metropolitan affiliate, northeast or central U. S. College grad, experienced, capable. Box 344, BROADCASTING.

Experienced program director with network announcing, production background wants position on east coast. Prefer Maryland, Delaware, Virginia, North Carolina. Now secure as program director in Cincinnati area. Desire return to east. Family man with excellent record of achievement. Box 308, BROADCASTING.

I'll transform your CP into a station or manage your existing station and make it pay. Radiowise, alert, sober, ambitious. Location unimportant. If you're a grantee or licensee who's finding the going tough, write Box 298, BROADCASTING.

Studio transmitter engineer. 1st phone, 2 yrs. broadcasting, 15 years technical and radar experience. Prefer Wisconsin area. Box 384, BROADCASTING.

Young woman excellent training continuity, traffic, typing. Actual experience writing and producing radio plays on the air. Box 383, BROADCASTING.

Engineer—First phone or operator, active Ham, married, veteran, desires situation in Ohio, N. Y., Penna., N.E. No broadcasting experience, but well-grounded in current technical practices and eager to make good. Write F. L. Daly, W1LGC/8, 628 Euclid St., Salem, Ohio.

Experienced operator with first class ticket desires position in or near New York City. No announcing. Box 381, BROADCASTING.

Experienced operator with first class ticket desires position in southern California. No announcing. Box 382, BROADCASTING.

(Situations Wanted (Contd.)

Management or administrative position with station, group, or network desired by attorney with practical experience all phases broadcasting and station operation. College, and law graduate. Best references and details with inquiry. Box 380, BROADCASTING.

Program director—Chief announcer. Available after September 15. Two years experience. Conscientious, versatile, idea man. Recommendations available. Midwest preferred. 28, single, veteran. Want steady job with future. Larry Fribyl, KHUZ, Borger, Texas.

Negroes—One employed technician, one student announcer. Prefer north. Box 387, BROADCASTING.

Young man, enthusiastic, fully qualified, desires position as manager or commercial manager on, or near, Pacific Coast. Will drop in to see you week of September 15th. No obligation. Write Box 386, BROADCASTING.

High powered radio local newsman-newscaster ready to head your contemplated or present news and special events staff. Now employed 50,000 watter northwest. Available September 15. Preferable Pacific Coast. Box 385, BROADCASTING.

Young woman with three years experience in continuity, women's programs, desires position in east. BA, radio major, musical background, excellent voice. No drawl. Shirlee DeForest, 117 Carter Street, Crewe, Virginia.

Writer, 25. College graduate. One year free-lance radio writing experience; commercial copy, creative writing, continuity, production knowledge. Arthur Briskin, 4643 N. Central Park, Chicago 25, Ill.

Announcer—single. Vet. No experience. Trained in large Chicago radio college. Will travel. Write, wire or phone 2563. Paul Reidy, 566 Walnut Avenue, Elgin, Ill.

All-round sportscaster desires position broadcasting baseball, football, basketball, games, boxing matches. Capable of handling staff work. Will travel anywhere in the states, single, vet. Disc available. John Whelohan, 311 Thomas St., West Haven, Conn.

We can staff your station with four announcers, and copywriter. Group has had six months together. Will go single, if necessary. Diversified broadcasting experience. Box 394, BROADCASTING.

For Sale

For sale—Brand new General Radio frequency monitor, never unpacked. 1230 kilocycles. Best offer takes it. Address Box 302, BROADCASTING.

1 kw GE FM transmitter. G.F. 101B—42-50 mc. Complete GE FM station monitor for above transmitter. Box 316, BROADCASTING.

Gates 28-CO limiter used one month. $290.00. Box 353, BROADCASTING.

500 watt transmitter—Model 600-B Temco now 1 kw cw. easily converted to #600 watts. Condition excellent. Available immediately. Price $2,450. A. B. Arthur, 381 Seventh Ave., Brooklyn 15, N. Y., STerling 8-1900

For sale—New uniform cross-section guyed type radiators, with all necessary lighting equipment. Will furnish erection crew. 4—205 ft., 4—245 ft., 4—265 ft. Hoke Vertical Radiator Company, Petersburg, Virginia.

FOR SALE

Outstanding Radio Station

Price—$1,500,000.00

One of the Nation's great stations . . . long established in an excellent and growing major market. Valuable network affiliation, national acceptance and splendid local position. Cash and quick assets of approximately $450,000.00 go with sale.

This radio property has for years earned consistently large profits. Indicated 1947 net profits before taxes in excess of $300,000.00. This station is well equipped, well managed and has one of the best potentials in radio. Future plans have been well thought out in technical development. Approximately $500,000.00 will be required as down payment. Financing can be arranged. Write

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn,
1011 New Hampshire Ave.
National 7405

Radio Station Brokers

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

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Broadcasters Guild Offering Preview Plan to Broadcasters

BROADCASTERS GUILD INC., which launched a new program exchange service July 1 [BROADCASTING, May 19], is inaugurating a plan for soliciting new members who would pay a small fee to join a preview board whose principal job would be to discover good transcribed shows that could be sold to local sponsors.

The plan, outlined in detail in a letter to broadcasters not located in cities where Broadcasters Guild already has subscribers, provides that preview board members would have the privilege of applying their membership fees toward the purchase of any of the previewed programs they might want.

Letter asks potential subscribers if they "would pay a small membership fee annually to have a preview of from 12 to 25 transcribed programs which might be available to you exclusively for sale or sponsorship in your community . . .?"

The Broadcasters Guild, the letter continues, "would send you programs for audition—and if you liked one or more of them, you could buy them and apply your membership fee toward the purchase price. If you didn't like a certain program, send it back, without obligation. If, after 12 months' time, you auditioned all the programs sent you . . . by the Guild, and you purchased none of them, the Guild would refund your fee."

Prompt Auditions

The Guild in turn, the letter points out, would expect those participating in the preview plan "to audition promptly and report immediately on shows sent you for preview . . . giving the Guild your opinion of the program (its quality and suitability for your station), and your suggestions or criticism of the program format, content, production, etc. At the same time, you 'price' the show—report to the Guild your estimate of the program price which would make it easy and practical for you to sell the show locally. The Guild then undertakes to market the program at that price."

Pointing out that it is a cooperative marketing association which does not produce programs itself, the Guild declares its belief that the "preview board" idea is something new in broadcasting. "You, as a practical station operator," the letter to broadcasters states, "have through this plan an opportunity to tell transcription producers what sort of programs you need . . . what you think of the programs they build . . . how to improve or change the programs to fit your needs . . . and at what price the program represents a 'good buy' for your station."

Guild Executives

President of Broadcasters Guild Inc. is Donald Dwight Davis, WHB Kansas City president and commercial manager, who has originated and developed many programs that rose to national prominence and popularity. Vice president is James Parks, who opened the William Morris Agency radio department in Chicago 12 years ago, went to Gardner Advertising Agency, St. Louis, in 1939 to handle radio, and a year later returned to Chicago to organize the Chicago radio department for General Amusement.

Guild's advisory board includes: Glenn Snyder, vice president and general manager, WLS Chicago; S. S. Fox, president and general manager, KDYL Salt Lake City; John J. Gillin Jr., president and general manager, WOW Omaha; Gene O'Fallon, general manager, KFEL Denver; Linus Travers, executive vice president, Yankee Network, Boston; Fred Weber, partner in WDSU New Orleans; King H. Robinson, general manager of KATL Houston; Wayne Sanders, general manager of KCNA Tucson and Ben Strouse, manager of WWDC Washington.

The Guild's letter explaining the "preview testing" plan was signed by President Davis. In addition to outlining in detail how the plan would work, the letter stressed the two-fold purpose for which the organization was founded: "(1) To make available to broadcasters a group of transcribed program features that are as fine or finer than any transcribed shows yet produced . . . programs that are 'sure fire' audience builders . . . programs that will help you get and keep audience and sponsors; (2) To make these programs available at reasonable prices . . . for program fees that the average station or sponsor can afford."

Annual membership fee for the "preview member" would be "your one-time Class A hourly rate, as listed in Standard Rate and Data," the letter explains. It adds that "you join for only one year. When you buy Guild shows, your membership fee is applied toward the purchase price. Thus, in effect, your membership costs you nothing."

For Sale (Cont'd)

For sale—General Electric wire recorder complete, good working condition. 12 spools wire $250.00. Contact Hal Shade, Manager, KOOS, Coos Bay, Oregon.

For sale—General Radio type 475-A frequency monitor. Type 681-A frequency deviation meter; crystal not included. $450.00 takes both. Electronics Engineering Service, 1112 N. Irving, Arlington, Va.

For sale—Wire recorders—One General Electric Model 51 wire recorder. Excellent condition. Complete with mike, desk stand, power cord and one extra spool of wire. Operation guaranteed. $350.00. One General Electric Model 51 wire recorder used, but in good condition. Complete with mike, power cord and 3 extra spools of wire. Operation guaranteed. $250.00. Box 391, BROADCASTING.

For sale—WE 25-B speech console, new, never unpacked. Box 392, BROADCASTING.

Western Electric 23-C console with WE Rektox rectifier unit. Good condition. Available immediately. $575, FOB, Portland, Oregon. Box 397, BROADCASTING.

Limiting amplifier RCA 96-A, limiting amplifier complete with MI-11300 voltage regulated power supply. An excellent limiting amplifier. Like new. Rack mounting. Complete with tubes. Operation guaranteed. $200.00. Radio station KCKN, Kansas City 6, Mo.

Onan 5 kw Model V45S gasoline generator, 110/220 volts, 60 CPS, single phase, self-starting. $500. FOB, San Francisco, California. Box 396, BROADCASTING.

Wi' recorder in new condition. Battery operated. Excellent for on the spot broadcast. $325.00. WHIO, Dayton, Ohio.

For sale—66,000 feet N.B.S. 12 gauge copper ground wire. $35 per 100 lbs., FOB Raleigh. WNAO, Raleigh, N. C.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Wanted to Buy

Wanted—One used 1 kw AM transmitter, complete with power supply. Quote price, manufacturer, model and date. M. R. Hanna, WHCU, Ithaca, New York.

AM affiliate or CP. Have $40,000. finance balance. 50% considered. Box 389, BROADCASTING.

Cash! For major market, good Hooper, affiliate! Box 388, BROADCASTING.

Wanted—Used 1 kw AM transmitter or 1 kw RCA amplifier with power supply; also 200 foot tower. Give price, manufacturer, model, year. Box 395, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Professional engineering service at reasonable cost. Antenna measurements, coverage maps, installation, equipment adjustment. Box 379, BROADCASTING.

KYW Say

IN A UNIQUE public service effort, KYW Philadelphia scheduled 102 spot announcements on safe driving for the long Labor Day week-end. Spots were scheduled for every half hour beginning Friday noon and continuing through Saturday night and for every hour of broadcast time on Sunday and Labor Day. Announcements began with "Confucius Say" and continued with words of wisdom about safe driving. Typical announcement: "Confucius say: Better to have two feet on the ground than six feet under. Drive carefully!"

Staff Realignment

REALIGNMENT of staff personnel at WFCI Pawtucket-Providence, R. I. was announced last week by Wallace A. Walker, general manager of the station. David W. Brooks, formerly a WFCI announcer, was named program manager, and William G. Weston, also a former staff announcer, was made head of the production department. Christopher Schenkel, former announcer with WKBU Richmond, Ind., has joined WFCI as announcer.

SERIES of four half-hour documentary radio shows titled "Our Delayed Pilgrims," has recently been released to more than 150 stations throughout U. S., produced under auspices of Citizens Committee on Displaced Persons. Program is written by Frederic Methot and Don Ager, and directed by James Sheldon.

Too Many Conventions

(*Continued from page 13*)

members also attended than went to any other meeting. Among attending stations an average of two staff executives attended the NAB convention—whether the manager went along or not.

NAB regional meetings (84%) and district meetings (79%) ranked second and third respectively in the roster of meetings to which station executives are invited. Both are well attended by top executives (70% and 73%) and by other staff members.

Although 65% of the stations are invited to attend meetings sponsored by educational institutes, only 16% of the managers reported personal attendance, and only 37% indicated attendance by one or more other staff members.

Invitations to attend network sponsored meetings were extended to 59% of the stations (consistent with the fact that many members of the panel are not network affiliates), and were attended by 75% of the managers invited, as well as additional staff members sent by 57% of the stations (averaging attendance by 1.7 persons per station).

WITH station managers showing signs of conventionitis, BROADCASTING decided to devote the ninth ballot in its series of surveys to industry feeling on the subject of conventions. A representative sample of station managers was selected by Audience Surveys Inc. Questions were submitted in July. The results indicate just how they feel about industry conventions.

State or regional broadcasting association meetings are also well attended by top management (71%) with 52% of stations invited sending along other staff members.

FMA meetings, to which 53% of the stations are invited, are attended by only 11% of the managers invited, with 11% of stations sending other personnel.

While approximately half of the stations (52%) are invited to attend technical or manufacturers' expositions, only 14% of the invited managers attend, but 43% send other station representatives, presumably engineers.

Only 31% of the stations reported that they had been invited to attend advertiser or agency association meetings within the last 12 months. Of these, 46% of the managers went to the meetings themselves and 33% either took along or sent other staff members.

12% of the managers invited to attend television sessions (30% of the total panel) attended, with 19% sending other staff members.

Half of the managers invited to attend NAB Special Committee meetings (28% of all stations) attended, and 22% sent other executives.

TABLE III

How would you rate the value of these meetings—to you and your station?

Listed in Rank Order	% Replying	% of Those Replying Good	Fair	Poor
Network sponsored meetings	61%	71%	23%	6%
NAB district meetings	79	66	24	10
NAB regional (area) meetings	73	56	32	12
State or regional broadcasting association meetings	55	53	27	20
Technical or manufacturers' exposition	43	53	40	7
Advertising or agency association meetings	36	53	36	11
NAB special meetings	34	53	21	26
NAB convention	84	50	43	7
FMA meetings	28	32	39	29
Educational institute meetings	49	27	33	41
TBA or other television meetings	23	26	39	35

The next question asked the panel to evaluate these meetings on two counts—what value they themselves and their stations got out of them; and what value they produced for the industry as a whole.

"How would you rate the value of these meetings—to you and your station?" (See Table III.)

Stations find the greatest values for their own operation in network sponsored meetings and NAB district meetings. A majority of those rating each type of meeting, found good value to themselves in NAB regional (area) meetings; state or regional broadcasting association meetings; technical and manufacturers' expositions; advertiser or agency association meetings; NAB special meetings; and the NAB convention.

Others Evaluated

In value to the stations, FMA meetings, educational institute meetings, and television sessions ranked low, with relatively few stations offering opinions.

State or regional broadcasting association meetings and NAB special meetings both showed the most mixed ratings. Both rated 53% "good", but registered relatively high "poor" ratings—20% found state or regional sessions poor, and 26% rated NAB special meetings low.

"How would you rate the value of these meetings—to the industry?" (See Table IV.)

Top rating in value to the industry goes to the NAB convention (68%), network sponsored meetings (68%) and NAB district meetings (67%). Apparently broadcasters think the NAB convention of more "industry" value than direct value to the stations (it ranked 8th in the station value table above).

Although there were other shifts in rank position when the broadcasters judged the meetings on a "value to the industry" basis, they were relatively minor: state or regional broadcasting association meetings dropped from 4th place in "good" direct station value to 7th in "good" industry value; advertiser or agency association meetings dropped from 6th to 8th place; and educational institute meetings from 10th to 11th.

Except for the network sponsored meetings, all meetings and sessions were rated higher in value to the industry than to stations directly.

Paper Heralds WCLT

A 16-PAGE SUPPLEMENT of the Aug. 2 issue of *The Newark* (Ohio) *Advocate* was devoted to articles, pictures and advertisements relating to the opening of the newspaper's FM station, WCLT, which is operating on 100.3 mc with 8.5 kw. Ohio's governor, Thomas J. Herbert, joined Frank Spencer, president of The Advocate Printing Co., publishers of the *Advocate*, in formally dedicating the station Aug. 7. Program was aired at 7:15 p.m. General manager of WCLT is Tom Rogers, former head football coach at Denison U., who served with the Navy in World War II and attained the rank of commander.

TABLE IV

How would you rate the value of these meetings—to the industry?

Listed in Rank Order	% Replying	% of those replying Good	Fair	Poor
NAB convention	76%	68%	29%	3%
Network sponsored meetings	53	68	26	6
NAB district meetings	72	67	25	8
NAB regional (area) meetings	66	62	29	9
Technical or manufacturers' exposition	39	62	33	5
NAB special meetings	35	60	23	17
State or regional broadcasting association meetings	46	57	30	13
Advertiser or agency association meetings	35	49	43	8
FMA meetings	29	45	41	14
TBA or other television meetings	24	38	50	12
Educational institute meetings	47	30	30	40

Networks, Justice

(*Continued from page 13*)

four network presidents, Mark Woods, ABC; Frank Stanton, CBS; Edgar Kobak, MBS; Niles Trammell, NBC.

Text of the Petrillo reply follows:

International Executive Board meets Sept. 8, 9, 10 and 11 at Blackstone Hotel, Chicago. Would be very happy to have you appear before the board, if you so desire, on the question of FM and AM.

Attending the Thursday Dept. of Justice conference for the networks were: Frank White, vice president, and Julius Brauner, general attorney, CBS; Robert D. Swezey, vice president and general manager, MBS; Frank E. Mullen, executive vice president, and Harry Ladner, acting counsel, NBC; Robert E. Kintner and Joseph A. McDonald, vice presidents, ABC.

Gilbert Resigns

RESIGNATION of Dick Gilbert, program director of the Sun Country (Ariz.) Network for the past year, was announced last week. Mr. Gilbert, who was a featured record m.c. at WHN New York for four years before joining Sun Country, will transfer to other radio work. The network's stations in Phoenix and Tucson were originally scheduled to begin this month, but construction has been delayed.

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GENERAL
BROADCASTING
COMPANY

RCA to Aid Other Video Set Makers

Details of Plan to Give TV Industry Boost Told At Clinic

By HERMAN BRANDSCHAIN

TELEVISION INDUSTRY was given an unprecedented shot in the arm last week when RCA Victor not only invited other manufacturers to compete in the production of receivers but offered to help them get started.

The offer was made at a clinic attended by approximately 90 top-layer executives representing 35 radio and television manufacturers last Wednesday and Thursday in the Warwick Hotel, Philadelphia. Field trips were made to RCA plants in Camden, N. J., and Lancaster, Pa.

The meeting was held only a few weeks after the top command of NBC, an RCA subsidiary, was realigned so that Niles Trammell, NBC president, and Frank Mullen, executive vice president, could devote more time to television, and was interpreted as another step in the all-out drive of RCA to pour its resources into the television industry.

Folsom Keynotes

Speakers at the clinic emphasized that the problems of television are difficult, yet not insurmountable, and the rewards great.

Keynote was sounded by Frank M. Folsom, executive vice president of RCA in charge of RCA Victor Division. After explaining RCA wished to share its experiences with the manufacturers, all of whom also were licensees of RCA, Mr. Folsom said:

"Television will continue to develop and blossom into one of the most enormous businesses this country has ever known. While the initial details may look discouraging, the future possibilities in the business are so overwhelmingly favorable that there should be no hesitation in your decision to get into television in a big way."

The extent to which RCA is willing to help its licensees get into television receiver manufacturing was set forth by Joseph B. Elliott, vice president in charge of the Home Instrument Dept. He disclosed that complete technical data on the RCA Victor 630-TS table model would be made available to licensee manufacturers. He said further that RCA plans to continue to manufacture this model well into 1948, so that in launching others in manufacturing variations of the set the company would not be embarking them on making sets soon to be obsolete.

Mr. Elliott outlined a seven-point program of RCA help for manufacturers who wish to get into receiver production: (1) Providing them with sample models of 630-TS at distributor's prices; (2) Furnishing them with the "Blue Book" containing the engineering description of 630-TS; (3) Giving them a bill of materials for everything in the set; (4) Supplying complete sets of drawings together with lists of vendors of parts; (5) Selling them RCA-made parts in unlimited quantities up to RCA plant capacity; (6) Permitting RCA vendors to use RCA tools to supply parts at the vendors' prices plus 10% to RCA for compensation for tooling expenditures; (7) Engineering assistance on 630-TS.

"We believe a large television market exists and that it will be for the best interests of the industry to have a great many more manufacturers in the field," said Mr. Elliott, and he added, "RCA welcomes your competition."

A picture of rapid expansion of television broadcasting facilities was presented to the manufacturers by Ted A. Smith, general sales manager of the RCA Engineering Products Dept. He pointed out that there are now 12 regularly-operating video stations but that by the middle of October five additional stations will be telecasting, and by January there will be ten more for a total of 27.

He called attention to the fact that a number of the stations will be operated by wealthy newspapers capable of pouring great sums into programs, thus assuring a high standard of entertainment and audience acceptance of the medium.

Mr. Smith revealed that RCA has supplied eight television transmitters this year to stations, that production of transmitters has been stepped up to three a month and that this rate is expected to continue until the end of the year.

S. Nathan Lev, Home Instrument Plant manager, set forth the complexities of TV set manufacturing but at the same time dispelled "any impression that television production is a mysterious or difficult sort of thing."

Although the techniques of television set production are no different from those of radio manufacturing, he said, problems are more numerous because of the complexity of the video receiver. Because of the more complicated structure of sets, he said, the incidence of rejects is greater in television than in sound radio sets. He explained that more inspectors must be used along the routes of assembly lines. More testing equipment also is necessary, he stressed.

Repair Problems

William J. Zahn, manager of the Home Products Service Division of the RCA Service Co., cautioned the manufacturers on repair problems. Because of the much larger number of replaceable parts in a television set, it may be expected to give 3 1/3 times as much trouble in maintenance, he said. For that reason, RCA started the policy of charging a fee when the set is sold to cover maintenance. He indicated that manufacturers would find it necessary to set up a maintenance service.

Among other speakers were: John K. West, RCA public relations director; Leroy A. Goodwin, manager of RCA Test and Measuring Equipment Sales, who spoke on the company's requirements for test equipment in receiver production; L. W. Teegarden, vice president in charge of the RCA Tube Dept., who spoke on availability of component parts for video receivers, and Stuart W. Seeley, manager of RCA's Industry Service Laboratories.

During the afternoon of first day of the clinic, the manufacturers were taken to the RCA plant at Camden where they saw how the company builds sets.

At the conclusion of the first day's session, all the manufacturers were given folders containing technical data on 630-TS, the immediate steps to take to launch production along the lines of the RCA invitation, and a kit containing much other material.

Second day's program was devoted almost exclusively to a tour of the Lancaster Tube plant of RCA, where the latest automatic machinery for mass production permits the company to turn out television picture tubes at the rate of one a minute.

Companies Represented

Companies represented at the clinic:

Air King Products Co. Inc.; Automatic Radio Manufacturing Inc.; Bace Television Corp.; Belmont Radio Corp.; Bendix Aviation Corp.; Colonial Radio Corp.; Coronet Radio & Television Corp.; DeWald Radio Manufacturing Corp.; Emerson Radio & Phonograph Corp; Fada Radio & Electric Co. Inc.; Fisher Radio Corp.; Garod Radio Corp.; General Electric Co.; Hallicrafters Co.; Industrial Tele-

NATIONAL NETWORK HOOPERS

EVENING AUGUST 15-21, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
Mr. District Attorney	133	Bristol-Myers Co.	Doherty, Clifford & Shenfield Inc.	11.1	11.3	—0.2	1
Take It Or Leave It	160	Eversharp Inc.	The Biow Co.	10.1	9.4	+0.7	6
Man Called X (CH)	155	Frigidaire Div.—General Motors Corp.	Foote, Cone & Belding	10.0	10.1	—0.1	4
Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	8.8	8.5	+0.3	14
Crime Doctor	146	Philip Morris & Co. Ltd. Inc.	The Biow Co.	8.3	11.0	—2.7	2
Inner Sanctum	150	Emerson Drug Co.	Batten, Barton, Durstine & Osborn Inc.	8.2	7.6	+0.6	21
Big Story	159	American Cigarette & Cigar Co.	Foote, Cone & Belding	8.2	----	----	--
This Is Your F.B.I.	221	Equitable Life Assurance Society of U.S.	Warwick & Legler Inc.	8.0	5.4	+2.6	68
Adv. of Sam Spade	156	Wildroot Co. Inc.	Batten, Barton, Durstine & Osborn Inc.	7.8	3.8	+4.0	93
Break the Bank	183	Bristol-Myers Co.	Doherty, Clifford & Shenfield Inc.	7.8	5.4	+2.4	69
Manhattan Merry-Go-Round	141	Sterling Drug Inc.	Dancer-Fitzgerald-Sample	7.5	6.7	+0.8	40
Dr. I. Q.	128	Mars Inc.	Grant Advertising Inc.	7.5	8.6	—1.1	12
Bob Hawk Show (CH)	155	R. J. Reynolds Co.	Wm. Esty & Co. Inc.	7.4	8.1	—0.7	16
Can You Top 8his?	141	Colgate-Palmolive-Peet Co.	Ted Bates Inc.	7.2	8.9	—1.7	8
Crime Photographer	145	Anchor Hocking Glass Corp.	Wm. H. Weintraub & Co. Inc.	7.1	6.8	+0.3	34
Meet Corliss Archer	145	Campbell Soup Co.	Ward Wheelock Co.	7.1	6.9	+0.2	33
Murder & Mr. Malone	68	Wine Growers Guild of Lodi, Calif.	Honig-Cooper Co.	7.1†	----	----	--

CH—Computed Hooperating.

† Includes first and second broadcasts.

vision Inc.; Jewell Radio Corp.; Magnavox Co.; Majestic Radio & Television Corp.; Minerva Corp. of America; Nielsen Television Corp.; North American Phillips Co.; Olympic Radio & Television Inc.; Packard Bell Co.; Pilot Radio Corp.; Radio & Television Inc.; Harold Shevers Inc.; Sparks-Withington; Stewart Warner Corp.; Tele Tone Radio Corp.; Televue Corp. of America; Templeton Radio Mfg. Corp.; Trav Ler Radio Corp.; Viewtone Television & Radio Corp.; Warwick Manufacturing Corp.; Westinghouse Electric Corp.

KTIL in Tillamook, Ore. Launched as Independent

KTIL, 250-w independent on 1590 kc, fulltime, at Tillamook, Ore., started its regular broadcast schedule Aug. 15. Dedicatory program, with Art Kirkham of KOIN Portland as m. c. was presented Aug. 16.

The new outlet is licensed to the Tillamook Broadcasting Co. Inc., whose officers are: Fred H. Guyton, president; Robert W. Harris, vice president; Geraldine H. Guyton, treasurer, and Mary R. Harris, secretary. Mr. Harris is manager of the station.

KTIL employs an all-veteran staff including Ralph I. Brown, chief engineer, formerly of KWIN Ashland, Ore.; Robert C. Glass, announcer-operator, formerly of KSLM Salem, Ore.; Randy Liebmann, announcer-operator, new to radio; and Mary R. Harris, traffic manager, formerly executive assistant to Sen. Warren G. Magnuson (D) of Washington. Station's facilities include World and Cole library services and the AP radio wire. A Western Electric transmitter has been installed.

WCAO Baltimore Moves Into Five-Story Building

WCAO Baltimore is operating from its new five-story studio and office at 1102 N. Charles St., Baltimore, according to L. Waters Milbourne, vice president and general manager. The structure, originally built under supervision of Stanford White in 1886, has been completely remodeled as a radio center.

Studios are arranged around a central control room, according to Mr. Milbourne. The main hallway is featured by a circular staircase. Atop the staircase is an aluminum railing carrying a WCAO scroll.

Sarnoff in Select Group

BRIG. GEN. DAVID SARNOFF, president and board chairman of RCA, is listed as one of "The 64 Who Run America" by John Gunther writing in the Sept. issue of *'47 Magazine*. In the article Mr. Gunther takes issue with a list compiled by James W. Gerard in 1930 and sets forth his own ideas about who runs the U. S. in 1947.

ALL U. OF IOWA football games this fall will be carried on KSO Des Moines under sponsorship of the Central National Bank of Des Moines, which also sponsors high school basketball, Iowa Girls' State Basketball Tournament and Western Amateur Golf Tournament. On hand as arrangements were completed for football sponsorship were: Seated (l to r)—Frank M. Warden, William J. Goodwin and F. E. Buckley, bank's vice president, chairman of board and president, respectively; standing (l to r)—Max Friedman, KSO account executive; Gene Shumate, KSO sports director, who will handle broadcasts, and A. T. Donhowe, Central National vice president.

22 FM Construction Permits And 11 Conditionals Granted

CONDITIONAL grants for three Class A and eight Class B FM stations were authorized last week by FCC. Construction permits were issued for two Class A and 10 Class B outlets while CPs in lieu of previous conditions were issued to cover 10 Class B outlets.

Among the principals of grantees were two persons having interests in two different applications. Edward Ianelli, part owner of Cardinal Broadcasting Co., Palo Alto, Calif., Class A conditional grantee, also holds interest in Redlands Broadcasting Co., similarly awarded a Class A facility at Redlands, Calif. York Wilson, identified with Class B grantee Tropical Broadcasting Co., Miami, Fla., also holds major interest in Cinnco Broadcasting Co., successful Class B applicant in Cincinnati.

Two authorizations were made for cancellation of existing CPs and dismissal of relative applications. Rouge Valley Broadcasting Co., licensee of KWIN Ashland, Ore., was granted cancellation of its FM CP because of inability to proceed with construction. L. B. Wilson Inc., licensee of WCKY Cincinnati, was given authority to cancel its FM permit for a Class B station because of a combination of circumstances over which the permittee stated it had no control. Because of such, L. B. Wilson Inc. feels it unwise to incur an outlay for an FM installation and operation over a considerable period on a nonsustaining basis, the Commission reported.

The conditional Class A grants made by the Commission were:

Palo Alto, Calif.—Cardinal Broadcasting Co., proposed Channel 249, 97.7 mc. Partnership: John E. Gurich, operator of Horseshoe Room Restaurant, Burbank, Calif., two-thirds owner, and Edward Iannelli, chief radio engineer, Electronic and Communications Co., Los Angeles, and one-half owner Redlands Broadcasting Co., Redlands, Calif., also new grantee, one-third owner.

Redlands, Calif.—Redlands Broadcasting Co., proposed Channel 280, 103.9 mc. AM applicant. Co-partnership John C. Mead, attorney, and Edward Iannelli (see preceding item).

Corydon, Ind.—Robert P. O'Bannon, proposed Channel 221, 92.1 mc. Grantee is owner-operator weekly Corydon Democrat.

The conditional Class B grants:

Miami, Fla.—Tropical Broadcasting Co., proposed Channel 275, 102.9 mc. Principals: York L. Wilson, Washington business consultant and two-thirds owner of Cinnco Broadcasting Co., Cincinnati, new grantee, president-treasurer and 64% owner; Edward H. Carman Jr., Baltimore agent for Lloyds of London, vice president 24%, and Leo J. Van Herpe, controller of Pan American Sanitary Bureau, Pan American Union, secretary 12%.

Keokuk, Iowa—The Gate City Co., proposed Channel 253, 98.5 mc, Channel 253 deleted from Carthage, Ill., and assigned Keokuk. Principals: Dale E. Carrell, president and 58% owner; C. C. Carrell, vice president 25%; Dale E. Carrell Jr., secretary 2%, and Mrs. Genevieve Carrell. All are affiliated with daily Gate City and Constitution-Democrat. Grantee is AM applicant.

Muscatine, Iowa—Muscatine Broadcasting Co. Ltd., proposed Channel 259, 99.7 mc. Channel 259 deleted from Iowa City and assigned to Muscatine. Grantee is licensee KWPC that city.

Baton Rouge, La.—Air Waves Inc., proposed Channel 266, 101.1 mc. Grantee is licensee WLCS that city.

Cincinnati—Cinnco Broadcasting Co., proposed Channel 282, 104.3 mc. Principals: Richard R. Hutcheson, president-treasurer 33.4%, and York L. Wilson (see Miami grant), secretary 66.6%.

Crewe, Va.—Southern Virginia Broadcasting Corp., proposed Channel 284, 104.7 mc. Grantee is licensee WSVS that city.

East St. Louis, Ill.—On the Air Inc., proposed Channel 273, 102.5 mc. Grantee is licensee WTMV that city.

Richmond, Calif. — Contra Costa Broadcasting Co., proposed Channel 283, 104.5 mc, in lieu of previously authorized Class B station, KRCC. Grantee is AM applicant.

All of the conditional grants are subject to further review and approval of engineering details.

In two cases FCC approved proposed frequency assignments in lieu of previous assignments. Laredo Broadcasting Co., licensee of KPAB Laredo, Tex., received Channel 243, 96.5 mc, for its new FM station. Likewise Nonpareil Broadcasting Co., permittee KSWI Council Bluffs, Iowa, received Channel 241, 96.1 mc, for KSWI-FM.

The following were authorized CPs: conditions (power given is effective radiated power, antenna height is height above average terrain, AM affiliation is given within FM call in parentheses):

James R. Doss Jr. (WJRD), Tuscaloosa, Ala.—Class B, Channel 267, 101.3 mc, 3.2 kw, 250 ft.

KSEQ Tulare-Kings Counties Radio Assoc., Fresno, Calif.—Class B, Channel 258, 99.5 mc, 3.2 kw, 325 ft.

KBEE McClatchy Broadcasting Co., Modesto, Calif.—Class B, Channel 277, 103.3 mc, 3.4 kw, 305 ft.

WLAG-FM La Grange Broadcasting Co., La Grange, Ga.—Class B, Channel 281, 104.1 mc, 5.1 kw, 375 ft.

KROS-FM Clinton Broadcasting Corp., Clinton, Iowa—Class B, Channel 241, 96.1 mc, 10 kw, 430 ft.

Grosse Pointe Broadcasting Corp., Grosse Pointe, Mich.—Class A, Channel 252, 98.3 mc, 500 w, 340 ft.

WWOL-FM Greater Erie Broadcasting Co., Buffalo, N. Y.—Class B, Channel 281, 104.1 mc, 20 kw, 250 ft.

Donald W. Reynolds (KFSA), Okmulgee, Okla.—Class A, Channel 228, 93.5 mc, 410 w, 135 ft.

WLEU Broadcasting Corp. (WLEU), Erie, Pa.—Class B, Channel 250, 97.9 mc, 20 kw, 500 ft.

Pottsville Broadcasting Co. (WPPA), Pottsville, Pa.—Class B, Channel 270, 101.9 mc, 2.8 kw, 650 ft.

Crosley Broadcasting Corp. (WLW Cincinnati), Columbus, Ohio—Class B, Channel 242, 96.3 mc, 17 kw, 535 ft.

Neenah-Manasha Broadcasting Co. (WNAM), Neenah, Wis.—Class B, Channel 253 mc, 9.4 kw, 300 ft.

The following were authorized CPs in lieu of previous conditions:

WRRN-FM Neid & Stevens Inc., Warren, Ohio—Class B, Channel 300, 107.9 mc, 3.2 kw, 300 ft.

WTHT-FM The Hartford Times Inc., Hartford, Conn.—Class B, Channel 291, 106.1 mc, 5.6 kw, 800 ft.

WOWO-FM Westinghouse Radio Stations Inc., Fort Wayne, Ind.—Class B, Channel 241, 96.1 mc, 16.5 kw, 500 ft.

WSBF South Bend Tribune (WSBT), South Bend, Ind.—Class B, Channel 267, 101.3 mc, 20 kw, 500 ft.

WEXL-FM Royal Oak Broadcasting Co., Royal Oak, Mich.—Class B, Channel 282, 104.3 mc, 10 kw, 380 ft.

WCOU-FM Twin City Broadcasting Co. Inc., Lewiston, Me.—Class B, Channel 230, 93.9 mc, 13 kw, 250 ft.

WTRI Troy Broadcasting Co. Inc. (WTRY), Troy, N. Y.—Class B, Channel 274, 102.7 mc, 3.5 kw, 985 ft.

WATG Beer & Koehl, near Ashland, Ohio—Class B Channel 267, 101.3 mc, 10.2 kw, 380 ft.

WESB-FM Bradford Publications Inc., Bradford, Pa.—Class B, Channel 248, 97.5 mc, 2.8 kw, 550 ft.

KTSA-FM Sunshine Broadcasting Co., San Antonio, Tex.—Class B, Channel 281, 104.1 mc, 250 kw, 440 ft.

FCC last week also granted a CP to U. of Houston, Tex., for a new noncommercial educational FM station. Facilities: Channel 219, 91.7 mc, 9.6 kw, 250 ft.

Albany Station Agrees To Drop Its WNYS Call

PATROON BROADCASTING Co., Albany, N. Y., has agreed to forego use of the call letters WNYS as a result of formal protest by New York State to the FCC, according to Nathaniel L. Goldstein, the state's Attorney General.

The state contended use of the call would lead listeners to believe the station was either an official voice of the state or reflected official state government views. Petition was filed with the FCC June 9, with Patroon filing an opposition.

C. E. Hooper Offers Service to BMB

Would Involve Getting And Compiling Data On Listening

C. E. HOOPER has submitted to BMB a proposal that his organization be engaged to collect and compile the station and network listening data for BMB's next nationwide survey. He estimates he can do the job at about half the cost figured by BMB, since the Hooper firm is experienced at handling radio listening statistics and since the processing of the BMB data can be fitted in with Hooper's other organizations. BMB would continue to handle the general functions of sale, publication, distribution and policing of the reports.

"If the broadcasters want the advertisers and agencies of this country to have complete radio station and network coverage in their possession inside of one cover," Mr. Hooper declared, "we believe that an organization like BMB should make it available. What we have to offer is a technique which can be applied for radio stations individually or in groups and which will provide uniformly comparative information."

"Although we are making it available to stations direct," Mr. Hooper said, "it is our hope that our service will be acceptable to BMB which in turn, by organizing its underwriters, may provide to the buyer the complete story of radio coverage on all stations and all networks in convenient form."

Major part of the Hooper proposal is a suggested change in the questions on the BMB ballot to produce what he terms a "high standard" measure, that is, higher than the 1946 BMB study. This change and its probable effect on the resulting data and their use are discussed in detail in a 36-page booklet which opens with the statement: "The big contribution of BMB was the securing of broadcasting-advertiser-agency approval of the idea that there should be a uniform method of expressing a station's or a network's service area in terms of "listener" rather than "transmitter" performance.

Says Principle Is OK

"If there has been expressed dissatisfaction with BMB's indexes," Mr. Hooper avers, "it is with the looseness (low standard) of the measurement, not with the principle of using a uniform measure of listener performance to express a radio station's or network's coverage." He charges that this looseness, which has caused some stations to limit their areas of effective service to those in which BMB reported listening by 50% or more of all families, can be remedied by some simple changes in the questions used in BMB's 1946 study.

Under a bold-face question—"What radio stations do you listen to?"—Running across the width of the ballot, BMB had three sections. The first asked respondents to "list below: the *call letters* of all radio stations which you or someone in your family listen to at home—*at any time*."

In the other section, respondents are asked to check the number of nights (days) each station is listened to, in columns showing three or more, one or two, less than once, and never.

Brooklyn Test

Reporting on a test made last spring in Brooklyn, when the BMB form was checked with another ballot which omitted the first question and asked directly "to what stations do you and your family listen at least once a week in the daytime (evening)" Mr. Hooper states that the average number of stations reported on the BMB ballots was 6.2, compared to 4.5 on the once-a-week form. CBS listener diaries, used as a control for the week, showed an average of 4.5 stations reported, an almost perfect correlation with the once-a-week form. "The flaw, apparently, was not in the once-a-week listening concept, but in the technique of applying it," Mr. Hooper comments.

The form proposed by Mr. Hooper for use in subsequent BMB surveys asks: "(A) To what stations do you and your family listen most frequently or the most time? (B) Write in other stations listened to at least once a week." Room is provided for entering three stations under (A) and three under (B) for each of three time segments—morning, afternoon and evening—in place of BMB's daytime and night. This change, Mr. Hoper explains, secures reports on equal time periods and eliminates erroneous results obtained from trying to compare listening in a nighttime span of six hours at the most with a daytime period of twice that length. At some length and with many illustrations, he points out that the new ballot is more effective in showing differences between day and night station audiences and that answers correspond more closely to station Hooperating reports, which he takes as "top standard" in audience measurement figures.

Called More Accurate

Another advantage claimed for the proposed ballot is that it will produce more accurate measurements of listening to a station in areas remote from its transmitter. "If actual listening to a station in a given city or county is so low as to be economically insignificant, the size of its listener coverage index should also be insignificant," Mr. Hooper claims. To prove his point he cites examples of reports of listening to New York stations in two Pennsylvania cities showing results as reported by both BMB and the proposed ballot. The proposed method is also more accurate, he asserts, in measuring audiences of big city stations with specialized appeals to a class or foreign language group.

A third question on the proposed ballot asks respondents to "write in stations, if any, you would like to hear better but which do not come in well because of static noises, fading in or out or interference with other stations." Space is provided for listing two stations day and two evening. This question should, Mr. Hooper believes, provide valuable information to stations about their physical coverage, which might be used to support applications for facilities changes to the FCC, and to networks about gaps in their overall coverage picture.

Recommending the adoption of his method for future BMB studies, Mr. Hooper states that meanwhile he is prepared to conduct listener coverage by this method for stations and networks at a rate of $250 a county, plus $250 for any city where augmented sampling is necessary.

COURSES in radio broadcasting will be included in fall schedule of Neff College, Philadelphia. John Melville has been named director of radio education, and studios and control rooms are under construction at the college. The school plans to apply for an experimental station in the near future.

• • • But BMB Rejects Hooper's Plan

Research Group Spurns Offer to Conduct Next Survey

BROADCAST Measurement Bureau last week rejected in detail the proposal by C. E. Hooper Inc. to conduct the next nationwide survey of station and network listening for BMB (see story this page).

In a letter to Mr. Hooper, president of the research firm, Hugh Feltis, BMB president, advised that the BMB Board Research Committee, at a special meeting last Thursday, had unanimously decided "not to recommend to the BMB Board that the bureau identify itself with your proposed listener coverage index."

The Research Committee is composed of D. E. Robinson, vice president in charge of research, La Roche & Ellis, New York, chairman, Hugh M. Beville Jr., director of research of NBC, and Albert S. Dempewolff, assistant to the director of advertising of the Celanese Corp. of America.

The BMB Research Committee asserted that the station audience figures to be derived from the proposed Hooper method of measurement were "not as valid as those of BMB study No. 1" and that "economies claimed for the proposed measurement are not substantiated by the cost figures in the (Hooper) memorandum."

Mr. Feltis' letter to Mr. Hooper, nine pages long, included a list of other reasons for the Research Committee's rejection of the Hooper plan.

The committee, wrote Mr. Feltis, was "disappointed that they were unable to find any . . . evidence" of possible improvements in present BMB methods to be gained from the Hooper proposal.

Mr. Feltis detected "confused thinking," "misrepresentation of BMB measurement," "disregard of statistical integrity," "conclusions drawn from false premises" and "distorted research" in the Hooper memorandum.

Criticizes Ballot Design

He criticized the design of the ballot which Mr. Hooper proposed to use in his survey, pointing out that the presence on it of only four spaces in which to write call letters for each time segment limited the number of stations that could be listed and "depressed the audience figures."

The effect of this, according to examples of the method in the Hooper memorandum, said Mr. Feltis, was shown in the ratings of New York network stations. The Hooper memorandum showed nighttime audiences of these stations as "quite similar" as measured by BMB and the Hooper ballot. But the Hooper figures for audiences in distant places were much lower than BMB's.

"Evidently," wrote Mr. Feltis. "New Yorkers listed the four New York network stations first; distant respondents lacked space for these stations after listing their local outlets."

The letter accompanying the Hooper ballot asked the respondent to "take a minute right now if you will . . . fill in and answer the postcard." Mr. Feltis said the BMB objection to this was that it discouraged "family consultation" and limited stations listed "to those which the respondent alone knows are listened to."

"This," said Mr. Feltis, "can make an important difference, especially in multiple-set homes where people listen individually."

Mr. Feltis also asserted that Mr. Hooper, in his memorandum, "fails completely to explain either the size or control of your proposed sample." He charged that the Hooper proposal "lacks even the feature of economy which you attribute to it."

Mr. Hooper's own figure of $250 a county and measured city where

augmented sampling is required "fails to bear out your contention that you could conduct the study for half the most recently proposed cost of BMB's next nationwide study," Mr. Feltis wrote.

He said that the Hooper sample would "have to be augmented in every reported city"—except in counties where virtually all the population resides in measured cities—"to maintain the statistical reliability upon whch BMB would insist."

On the basis of measuring approximately 3,000 counties and 1,000 cities, as BMB did, Mr. Feltis said, the cost of the Hooper survey would be $1,000,000.

Mr. Feltis said that although the decision of the Research Committee, which was assisted by members of the BMB Technical Committee and the BMB Board in studying the Hooper proposal, "precludes the adoption of your proposal by BMB." Mr. Hooper was in no way restricted from offering the proposal to stations and networks individually "as is your stated intention," he added.

He said "we regret that since you saw fit to make the memorandum public before discussing it with BMB we must, in all fairness, make public our reply."

Engineer, Badly Injured, Puts Transmitter on Air

DESPITE serious injuries suffered in a jeep crash en route to the transmitter of WKAP Allentown, Pa., Sylvester Luciano, 24, engineer, put the station on the air Thursday right on schedule.

Mr. Luciano lost control of his jeep when it hit a rut, the vehicle crashing into a gasoline station standard. He refused to get in an ambulance and insisted that police drive him to the transmitter to open the station by 6:15 a.m. An hour later he phoned police and asked for help. An interne and nurse drove to the transmitter and treated him for injuries of the left leg, left kneecap, right leg, tongue and head.

Station officials were unaware of his condition but sent a relief operator when they were notified.

NBC Morning Schedule, Monday - Friday, Revised

HARRY C. KOPF, NBC's administrative vice president in charge of sales, last week announced a revision of the network's Monday through Friday morning schedule effective Sept. 29. [CLOSED CIRCUIT, Aug. 25].

The time changes: The *Fred Waring Show* will be moved from 11 a.m. to 10 a.m.; *Katie's Daughter*, currently heard at 10 a.m. will be moved to 11:15 a.m.; *Once Upon Our Time*, now heard at 10:15 a.m., will be broadcast at a new time to be announced later. Concurrent with its time shift *Katie's Daughter*, now heard on 36 stations, will be expanded to full network.

New 552-Foot Antenna Tower Planned For Philco Television Station WPTZ

CONSTRUCTION on a new 552-foot antenna tower at the transmitter of Philco television station WPTZ Philadelphia has been started. The tower will be the loftiest structure in the Philadelphia area and one of the highest antenna towers ever built for television. It will quadruple the area served by the station and bring better signals to four million people. The tower will be triangular and so situated that one side will face the WPTZ studios in downtown Philadelphia and other important points from which television programs originate such as Shibe Park and Franklin Field.

Another side of the tower faces toward Mt. Rose, N. J., intermediate relay station for the Philco microwave television relay system linking New York with Philadelphia. Set in concrete foundation 19 ft. deep, the tower will be topped by antenna structure 49 ft. high, including three "turnstile" television broadcast antennas, and a three ft. beacon light at the 250 ft. level will be a platform designed to aid in research now being conducted by Philco engineers on microwave television relaying and other communications at extremely high frequencies.

On the other hand there have been city areas in the shadow of tall buildings of downtown Philadelphia or "shaded" by intervening hills where reception has been borderline. The new transmitter is expected to eliminate the weak areas.

2 Outlets Get Underway Sept. 12 in Rocky Mount

WCEC AND WCEC-FM, new stations at Rocky Mount, N. C., will take the air about Sept. 12 or as soon as structural work on the tower is completed, it was learned last week. Owned by Josh L. Horne, Jr., publisher of the (Rocky Mount) *Evening Telegram*, WCEC will operate with 1 kw daytime on 810 kc, while WCEC-FM will begin with a six-hour daily schedule and 33 kw power on Channel 264, 100.7 mc. Studios for both are located at 115 N. Church St. in Rocky Mount.

Melvin J. Warner, formerly with the advertising dept. of the *Evening Telegram*, will manage the stations. Other staff members include Raymond Wilkinson, formerly with WMAQ Chicago, WKAF Key West, Fla., and WFRP Savannah, Ga., program director; Warren Palmer, previously with WGTC Greenville, N. C., chief engineer; Bettie Washburn, in charge of continuity and script; Grover Taylor and E. P. Elmore Jr., engineers, and Richard Bradshaw, Bill Ramsey and Carl Lamm, announcers.

PRESIDING AT BIRTH of first commercial show on WCOM, new 250-w fulltime station on 1230 kc at Parkersburg, W. Va., was Robert Storck, (seated), president of Parkersburg's Storck Baking Co. Mr. Storck launched a new "baby" called *1230 Club*, half-hour variety show, aired daily at 12:30 p.m. over the new ABC affiliate. With "birth certificate" (a year's contract for Storck sponsorship of the show) before him, Mr. Storck smiles approval. Standing (l to r) are: Paul G. Sayre, general manager of Storck Baking Co., Paula Carr, WCOM program director, who is featured on *1230 Club*, and Laurence Murphy, WCOM commercial manager.

SUIT AGAINST WFIL DISMISSED BY COURT

A SUIT to stop WFIL Philadelphia from erecting broadcasting towers in Whitemarsh Township was dismissed last week by Judge William F. Dannehower in Montgomery County (Pa.) Court of Common Pleas, Norristown.

The action was brought by G. Harrison Frazier, Jr., a nearby resident, attacking a zoning amendment which reclassified 60 acres of land from Class A residential to industrial. He called the zoning change "arbitrary, unreasonable, discriminatory, unconstitutional, void," and said it constituted "spot zoning." The judge held the zoning amendment was constitutional and directed that Mr. Frazier pay litigation costs.

Triangle Publications, through WFIL, also offered to give the township 11 acres of land in the plot and to donate $5,000 toward improving the land for a recreation center, an offer attacked by Mr. Frazier. Said Judge Dannehower: "We cannot find this offer was dishonest or corruptly made, but rather was made innocently, for the advantage of the young men of the township."

92 Plan to Attend CBS Promotion Clinic in N. Y.

CBS announced last week that 92 station managers and promotion managers have thus far accepted invitations to its promotion clinic to be held Sept. 8-10 at CBS New York headquarters. Indications are that this will be the biggest gathering of CBS promotion men yet held, the network said.

Scheduled speakers include Lowell Thomas, Edward R. Murrow and Howard P. Abrams, sales promotion director of the National Retail Dry Goods Assn. The clinic will be conducted by Tom Connolly, CBS program promotion director.

Pacific Campaign

MYER & WELCH Inc., Los Angeles (reconditioned Ford, Mercury engines), Sept. 28 starts for 52 weeks *My Trip* on 20 Don Lee California stations, Sun., 4:30-5 p.m. (PST) Agency: King Cole Adv. Service, Los Angeles.

Speedy Service

ABC EXECUTIVES attending the NAB convention will fly to Atlantic City in the network's recently-purchased airplane, a twin-engine Beechcraft piloted by Frederick G. McNally of ABC's Station Relations Dept. The plane will operate in a shuttle service beginning Friday, Sept. 12 and ending Sunday, Sept. 14, the network said. Mr. McNally is a former AAF lieutenant colonel.

At Deadline ...

2 SAN ANTONIO OUTLETS GET LICENSE RENEWALS

APPROVAL given Friday by FCC to license renewal of KMAC (1240 kc, 250 w) and KONO (1400 kc, 250 w), both San Antonio. Pair had been cited on programming issues and over-commercialization. Commission also granted construction permit to KONO for new Class B FM station.

FCC conclusion re KMAC stated "examination of the evidence adduced in this proceeding reveals that the licensee has not at all times observed the responsibility to serve the public" and that prior to 1946 station had aired few educational broadcasts, few live talent sustaining shows and no programs on local controversial issues. Very large number of commercial spots also noted. Conclusion cited, however, that after careful review of proposals for future operation and performance during last year license renewal is warranted.

Likewise FCC concluded from record that KONO's performance over past several years has not constituted well-rounded and balanced program service. And likewise Commission felt from past year's progressive performance and future proposals KONO license should be renewed.

FM grant to KONO calls for frequency to be assigned, 48 kw effective radiated power and antenna height above average terrain 410 ft.

License renewals for regular period ending Aug. 1, 1950, also granted Friday by FCC to KTFS Texarkana, Tex.; WDEF Chattanooga, Tenn.; KRE Berkeley, Calif., and KEBE Jacksonville, Tex. Extensions on temporary basis given WABW-FM Indianapolis to Dec. 1, 1947, and WCAU-FM Philadelphia for 90 days. WOKO Albany granted extension of special service authority for 30 days from Aug. 31 to operate facsimile station W2XWE concurrently with WOKO (see story page 20).

RWG HITS NBC SNAG

ATTEMPTS of Radio Writers Guild to organize continuity writers at NBC Chicago hit snag Aug. 28 when union was unable to show it had obtained majority. (NBC employs four continuity writers in Chicago.) ABC indicated it would be willing to listen to any RWG proposals when union is able to meet the conditions of Taft-Hartley bill as to closed shop.

KENTUCKY STATION SOLD

ASSIGNMENT of license of WNGO Mayfield, Ky., from present partnership to new corporate group including one of present partners approved Friday by FCC. P. M. Mullins, retiring partner, receives $25,000 cash for his 49% interest. H. M. Suthard, 51% owner, gets 260 shares (par value $26,000) in assignee, West Kentucky Broadcasting Co. Inc.

JONES TO TAKE OFFICE

REP. ROBERT F. JONES will be sworn in as FCC Commissioner Friday, Sept. 5 at 10 a.m. in Room 6121, FCC headquarters. Supreme Court Justice Harold H. Burton will administer oath. All commissioners will be present except E. M. Webster.

U. S. SUBMITS REQUIREMENTS FOR INTERNATIONAL SERVICE

UNITED STATES requirements for international broadcasting presented to High-Frequency Broadcast Conference at Atlantic City. U. S. seeks 395 transmitter hours per day for 39 transmitters, operating 10.1 hours per transmitter, or an overall transmitter utilization of 42%.

Requirements of U. S. call for minimum of 30 transmitters with 19 on East Coast to serve Europe and Africa and 11 on West Coast for Asiatic-Australian service. Latin America served from both coasts.

HOOPER REPLIES TO BMB FOR REJECTION OF OFFER

IN REPLY Friday to BMB rejection of his offer to do BMB's next nationwide survey of station and network listening, C. E. Hooper said, "Much can be gained and nothing lost" by doing it anyway, and that work "already has been authorized" in several areas.

Mr. Hooper repeated earlier statement that his survey would cost less than BMB's, and that results would be on sample exceeding that of 1946 BMB survey for everything except network timebuying.

GENERAL FOODS TV STUDY

GENERAL FOODS, New York, will drop *Friend of the Family*, last half of its Thursday night hour-long television show on WNBT-NBC video station, New York, and will use money for research television project to determine its 1948 television budget. Advertiser has assigned both Young & Rubicam and Benton & Bowles, New York, to handle research job for which it has reportedly appropriated $8,000. Both agencies will maintain first half-hour, 8-8:30 p.m., on WNBT. Benton & Bowles is agency for *Leave It to the Girls*, and has been placing *Friend of the Family*. Also understood that *Meet the Press* may replace *Leave It to the Girls*.

WLS SIGNS GUILD PACT

WGN Chicago became lone holdout among Chicago stations following signing Aug. 28 by WLS of contract with Chicago chapter of Radio Directors Guild. WLS said contract called for 10% increase over present scale with a minimum of $82.50 for five-day, 40-hour week. Only four directors employed at station on fulltime basis.

REHEARINGS DENIED

FCC denied Friday KSOO Sioux Fall, S. D., petition for rehearing on grants to Big Sioux Broadcasting Co. for new 1 kw outlet there on 1270 kc and to KELO Sioux Falls for power increase from 250 w to 5 kw and shift from 1230 kc to 1320 kc. KELO new construction 75% complete, according to station.

JAMES HURLBUT, special events director of CBS Chicago, joins NBC Central Division as reporter-commentator. Mr. Hurlbut was first Marine combat correspondent to see war action, landing with assault troops at Guadalcanal.

BITNER GROUP APPLIES FOR WOOD AT $850,000

APPLICATION covering resale by ABC of WOOD Grand Rapids, Mich., to group headed by Harry M. Bitner, Indiana and New Hampshire broadcaster, filed Friday at FCC by Segal, Smith & Hennessay. Consideration $850,000. WOOD, 5 kw 1300 kc, is NBC affiliate.

Ownership of purchaser, Grandwood Broadcasting Co., as follows: WFBM Inc., largely owned by Mr. Bitner and members of his family, 50%; Ralph S. Euler, executive vice president, Mellon National Bank & Trust Co. Pittsburgh, 30%; his wife, Bertha G. Euler, 8%, and Frank R. Denton, 12%, vice chairman of the board and chief executive officer, Mellon National Bank.

Transaction, in compliance with FCC mandate issued last year when ABC purchased King-Trendle Broadcasting Corp. for $3,650,000, would leave network owning WXYZ Detroit as well as Michigan Radio Network.

Previous attempt to dispose of WOOD, to Liberty Broadcasting Co., was never completed although approved by FCC. Present deal comparable to that transaction. Grandwood to acquire 23.29% of King-Trendle for $850,000 cash. Upon completion of part liquidation of King-Trendle purchaser would surrender King-Trendle holding for physical assets of WOOD, including profits held in trust since last July. These profits said to be about $100,000.

Mr. Euler is 5% owner WFBM Inc. which operates WEOA Evansville, Ind. Mr. Bitner and son Harry Jr., WFBF manager, also own WFEA Manchester, N. H. Application for sale of WFEA to local merchants group for $170,000 pending [BROADCASTING, Aug. 25].

Mr. Bitner with Arthur Treanor, former Flint newspaper executive, has also contracted to buy WFDF Flint from Loeb Bros. for about $650,000. Transfer pending at FCC.

KYOR GETS 5 KW FULLTIME

KYOR San Diego, Calif., was authorized last week by FCC to increase power from 250 w daytime to 5-kw fulltime on 1130 kc. with engineering conditions. Silver Gate Bcstg. Co. is licensee.

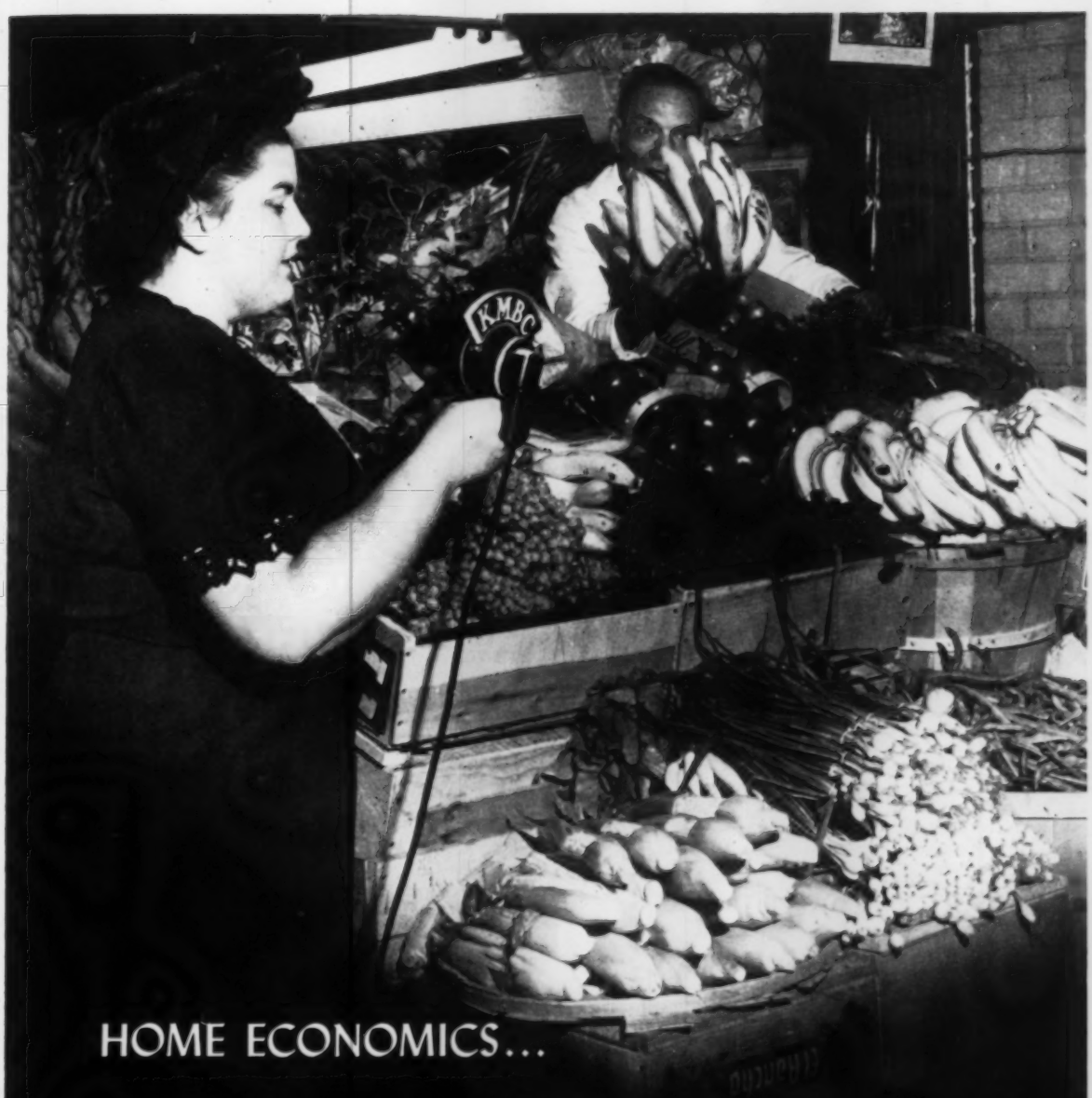
Closed Circuit

(*Continued from page 4*)

sion tests. Plane already has been flight tested with one piece of radio equipment said to be holding up tests scheduled this autumn. Last Stratovision tests from plane completed year ago. Understood NAB desired demonstration of plane-relayed signals at Atlantic City convention but Westinghouse refuses to be rushed in developing engineering phases of new art.

COCA COLA Co., Atlanta, reportedly negotiating with MBS through D'Arcy Adv. Co. New York, for Monday through Friday, 11:15-11:30 p.m. network spot for show featuring Morton Downey.

PRODUCTION delays at Ford Motor Co. reportedly caused firm to seek reduction of weekly hour program *The Ford Theater*, scheduled to start on NBC Oct. 5 to half-hour show and to request postponement of starting date. After high-level talks last week between NBC and Ford, however, contract remained firm.



HOME ECONOMICS...

Food buying and preparation constitute one of the housewife's major responsibilities. Here broadcasting is of invaluable assistance. The KMBC "Food Scout" takes listeners direct to the Kansas City Food Terminal for valuable advice on the day's best buys. The KMBC "Happy Kitchen" provides timely information on meal planning and food preparation. Yes, in the Heart of America KMBC presents two daily programs, authoritatively conducted by its graduate home economist, June Martin, to aid the housewife in carrying out her responsibilities.

—KMBC *of Kansas City*

Free & Peters, Inc.